MARCH 1963

CONSUMER PURCHASES OF

CITRUS

• Fruit
• Juices
• Drinks

AND OTHER PRODUCTS

CPFJ-140

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, canned fruit drinks and fresh oranges and grapefruit. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of American consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research orporation of America

June 1963

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES, DRINKS AND OTHER PRODUCTS
MARCH 1963

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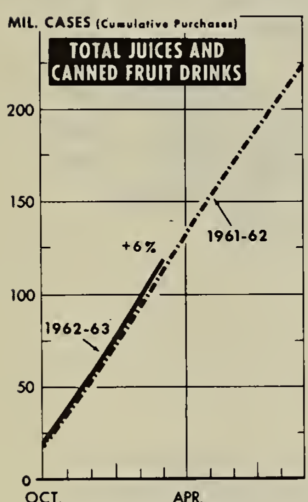
The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS



Household consumers purchased 21.2 million cases of juices and canned fruit drinks, equivalent single-strength basis, in March 1963. This represented an increase of 6 percent, 1.1 million cases, over the same month of 1962.

The gain reflected increases in retail movement of noncitrus juices that more than offset a substantial decline in use of citrus juices.

Retail prices averaged 4.9 cents per 6-ounce serving in March, an advance of 9 percent over a year earlier. Consumer expenditures were up 16 percent or $10.4 million. Heavier expenditures were reported for fruit drinks and juices other than frozen orange concentrate.

The shift in purchases to noncitrus juices reflected a substantial reduction in the supply of oranges and grapefruit because of freezing weather in December and January.

Production of oranges in 1962-63 is estimated to be down 25 percent from a year earlier and the smallest since 1948-49. Grapefruit production is expected to be down 19 percent to the lowest level since the late 1930's. Losses were particularly severe in Florida, where most of the orange and grapefruit products are produced. Production of frozen orange concentrate may be less than half as great as in 1961-62 and the lowest since 1952-53. Output of canned orange and grapefruit juices also may be down sharply.

In March purchases of frozen orange concentrate were off 26 percent from March 1962 and its share of the household market dropped to 27 percent from 39 percent. This decline far more than offset a 17-percent gain in use of chilled and canned orange juices, which together had 8 percent of the market. Use of fresh oranges was off 52 percent from March 1960, the last comparable month purchase data are available for fresh citrus.

March purchases of all grapefruit items were down: canned grapefruit juice, 13 percent; canned grapefruit sections, 10 percent; and fresh grapefruit, 29 percent.

New highs were reported for purchases of tomato juice, up 30 percent from a year earlier; pineapple juice, up 48 percent; and orange and pineapple-grapefruit drinks, both up 40 percent. Use of miscellaneous frozen concentrated and canned juices and miscellaneous canned fruit drinks increased 22 to 37 percent. Prune juice registered a small gain.

Purchases of refrigerated citrus salads and sections were down moderately from February to the lowest level reported since October, when this series was initiated.

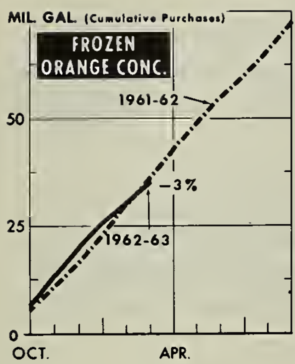
The decline in purchases and the advance in prices of frozen orange concentrate were greater than those that followed the less-damaging freezes of December 1957. On the other hand, gains in use of pineapple and tomato juices and fruit drinks exceeded those in 1958.

FROZEN CONCENTRATED AND CHILLED JUICES

Market Share for Frozen Orange Concentrate Drops to 27 Percent

The decline in purchases and the increase in prices of frozen orange concentrate since December continued into March. Movement was down 26 percent -- 1.7 million gallons or 2.1 million cases, single-strength equivalent -- from a year earlier and the slowest recorded since mid-1960. 1/ Prices paid were up sharply to a 4-year high of 23.2 cents per 6-ounce can. The price level was 18 percent above average (March 1957-61 = 100), while purchases were 6 percent below. (See table 21 and figures 1 and 11-14.)

1/ Monthly and cumulative purchase and expenditure data for all products are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased as shown in table 21.



While consumers were reducing their use of frozen orange concentrate, they were increasing their consumption of competing products by 26 percent or 3.2 million cases. As a result, total household purchases of juices and canned fruit drinks were up 6 percent from a year earlier. And the frozen orange concentrate share of market was down to 27 percent from 39 percent in March 1962.

The shift in market reflected heavy losses of oranges from freezing weather in December in Florida, where most of the frozen orange concentrate is produced. Production in 1962-63 may be less than half the record output a year earlier and the smallest in 10 years.

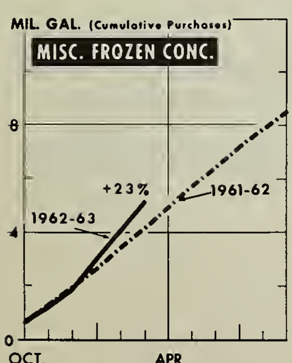
Purchases of frozen orange concentrate were down and prices up in 1958, following the freezes in December 1957. However, the freezes in that year were not as severe as those in 1962, and the changes in purchases and prices were not as abrupt. Even so, movement in the first quarter of 1963 remained above 1958 levels.

Only 28 percent of the Nation's families bought the concentrate in March compared with 31 percent a year earlier. The average size of purchase also was off 20 percent to 6.7 cans, the lowest reported for several years.

The average buying family spent $1.55 for frozen orange concentrate in March, 7 percent more than a year earlier. Nevertheless, as fewer families bought, total consumer expenditures were down slightly. In contrast, expenditures for competing juices and fruit drinks increased over March 1962. (See tables 18-20.)

Cumulative purchases of frozen concentrated orange juice in the first half of the 1962-63 reporting year (October-March) were down 3 percent or 1.1 million gallons from the same period of 1962-63. (See figure in margin.) Prefreeze prices were low, however, and cumulative expenditures dropped 5 percent or $7.7 million.

Miscellaneous Frozen Concentrate Use Up Sharply



Household use of miscellaneous frozen concentrates such as grape, grapefruit, pineapple, and tangerine -- was up 37 percent or 300,000 gallons from the same month of 1962. This represented the heaviest movement of this group of products in recent years.

Retail prices were up 4 percent to 19.1 cents per 6-ounce can. Thus, a 6-ounce serving cost 4.8 cents, 1 cent less than frozen orange concentrate. This was the reverse of the pattern prior to the freeze when these products were the more expensive. (See table 21.)

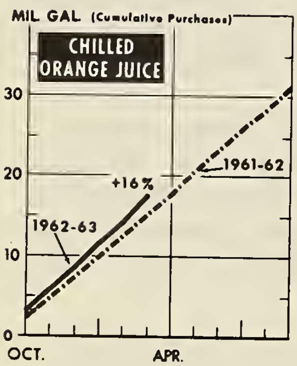
Cumulative purchases in the first half of the 1962-63 year, begun in October were 23 percent or 1 million gallons above the same period of 1961-62.

Consumption of Frozen Concentrates Down 19 Percent in Total

Despite the gains made by miscellaneous frozen concentrated juices, total household use of frozen concentrates was down 19 percent from the preceding March to the lowest level in about 2 years.

Prices paid for this type of product averaged 22.4 cents per 6-ounce can, up 28 percent from a year earlier. A 6-ounce serving cost 5.6 cents, 1.1 cents more than canned single-strength juices and 1.6 cents more than canned fruit drinks.

More Spent for Chilled Orange Juice



Consumers spent about $5.1 million for chilled orange juice in March -- more than in any other month recorded in this series begun in 1956. The heavy spending reflected a near-record volume of purchases, along with a near-record high price. (See figures 2 and 11-14.)

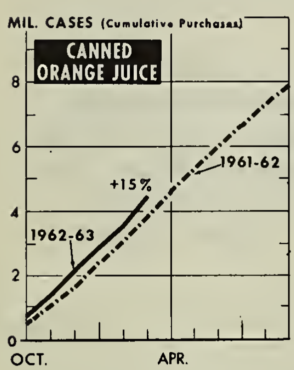
March purchases were up 19 percent -- 490,000 gallons -- from a year earlier. Movement has been heavy thus far in 1962-63, and cumulative purchases, October-March were 16 percent, 2.4 million gallons, above the corresponding months of 1961-62. (See figure in margin.)

Most of the gain over the preceding March was due to an increase in the number of buyers -- to 6.4 percent from 5.6 percent of the Nation's families. The average size of purchase, 3.4 quarts per buying family, also was larger.

Retail prices advanced 9 percent to 42.4 cents per quart in March. But even so, this price was only 7 percent above the 1957-61 average for the month. In comparison, prices for canned orange juice were 16 percent above average and frozen orange concentrate was 18 percent above.

On the average, a buying family spent $1.45 for the product in March, 12 percent more than a year earlier. Total consumer expenditures for the month were up 30 percent, and cumulative expenditures in the first half of 1962-63 were up 14 percent or $3.3 million from a year earlier. (See tables 18-20.)

Canned Orange Juice Use Highest in 3 Years



Household use of canned orange juice in March increased 15 percent (105,000 cases) over a year earlier, to the highest level recorded in about 3 years. Nevertheless, the volume of purchases was only about 90 percent of the 1957-61 average for the month. (See figures 3 and 11-14.)

The gain over the preceding March was attributed to an increase of 1 percentage point in the proportion of families buying. Part of that gain, however, was offset by a decrease in the average size of purchase.

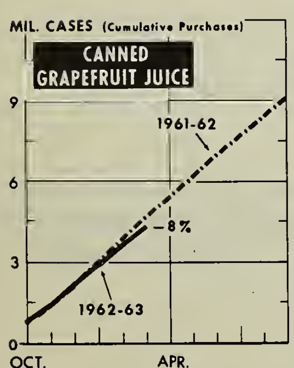
Retail prices averaged 43.5 cents per 46-ounce can, up 11 percent from a year earlier and 16 percent from average. Prices were below 1957-61 averages in most months of 1962.

Consumers increased their expenditures 27 percent in comparison with March 1962. Cumulative expenditures in October-March were about 6 percent above the corresponding months of 1961-62 compared with a gain of 15 percent -- 105,000 cases -- in the volume of purchases. (See figure in margin and tables 18-20.)

Movement of canned orange juice in March was up 18 percent from the freeze month of December 1962 compared with a gain of 52 percent in March 1958 over the freeze month of December 1957. Current purchases and expenditures are both substantially below those in 1958.

Production of canned orange juice in Florida thus far in the 1962-63 season is down 19 percent from a year earlier.

Use of Grapefruit Juice Down, March Expenditures Up



Retail movement of canned grapefruit juice in March was off 13 percent or 113,000 cases from a year earlier, but about the same as the 1957-61 average for the month. Frozen orange concentrate was the only other juice purchased in lesser volume than in March 1962. (See figures 4 and 11-14.)

The decline was associated with a smaller average size of purchase, which has been on the light side since the freeze. The proportion of families buying (5.9 percent), however, was the same as a year earlier and the largest since that time.

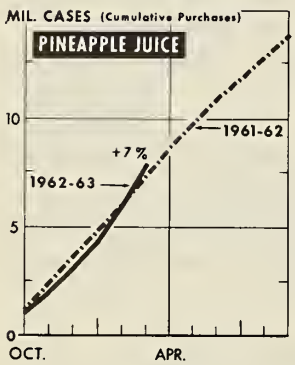
Retail prices advanced 27 percent over March 1962 to 35.3 cents per 46-ounce can. February and March prices were well above 1957-61 averages. In contrast, monthly prices

from April 1961 through January 1963 were 2 to 12 percent below average. Production of the product in 1962-63 in Florida may be the smallest for more than a decade.

A 6-ounce serving of canned grapefruit juice cost 4.6 cents in March, slightly more than the average for all canned juices. Prior to the freeze, however, grapefruit juice was one of the least expensive products.

About $2.4 million was spent for the juice in March, 10 percent more than a year earlier and the greatest amount reported in about 4 years. However, consumer expenditures for the season through March remained 4 percent below the corresponding period of 1961-62. Cumulative purchases were off about 8 percent or 400,000 cases. (See figure in margin.)

Use of Pineapple Juice Double Prefreeze Volume



In March, household use of pineapple juice was up 48 percent compared with a year earlier, and about double the prefreeze volume. The quantity purchased, 67 percent more than the 1957-61 average for the month, was the largest recorded in this series begun in 1949. These gains were considerably greater than those that followed the 1957 freeze.

About 13 percent of the Nation's families bought pineapple juice in March compared with 10 percent a year earlier. The average size of purchase was up 15 percent to 2.5 cans per buying family, the heaviest recorded.

Retail prices were down from prefreeze levels and from the average for the month to 28 cents per 46-ounce can, or 3.7 cents per 6-ounce serving. Except for tomato juice and pineapple-grapefruit drink, the per-serving cost was 0.4 to 4.4 cents below the cost of other juices or fruit drinks. (See tables 18-20.)

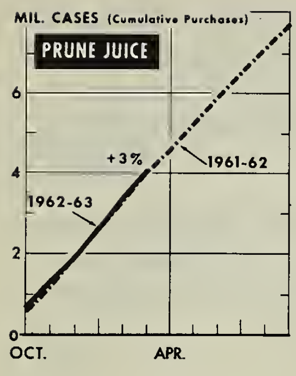
The average buying family spent 71 cents for pineapple juice, 15 percent more than a year earlier. As the number of buyers also increased, March expenditures were up 48 percent and the largest recorded.

Heavy buying since the freeze has more than offset the slow sales prior to that time. Cumulative purchases at the end of March, consequently, were 7 percent (523,000 cases) above the corresponding period of 1961-62.

Prune Juice Movement Up

Retail movement of prune juice in March was about 3 percent greater than a year earlier. Purchases were a little

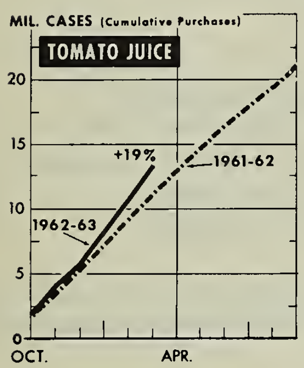
on the heavy side in 5 of the 6 months of 1962-63, and cumulative movement was 3 percent or 107,000 cases above the corresponding months of 1961-62. (See figures 6 and 11-14.)



The gain reflected an increase in the number of buyers, from 7.5 to 7.8 percent of the Nation's families, the largest reported for any month in about 3 years. The average size of purchase, 2.3 quarts per buying family, however, was a little on the small side.

Retail prices averaged 43.2 cents per quart, remaining below year-earlier levels as they have for several months. Consumer expenditures in March, as well as cumulative expenditures during October-March, were about the same as a year earlier. (See tables 18-20.)

Tomato Juice Buying at New High



Household use of tomato juice held on the upturn, with March purchases up 30 percent to a new high for this 14-year series. Monthly purchases have been at record levels since the December freeze -- 24 to 30 percent above 1957-61 averages. The gains after the 1957 freeze were not as great.

Cumulative purchases through the first 6 months of 1962-63 were 19 percent, 2.1 million cases, ahead of the same period of 1961-62. (See figures 7 and 11-14.)

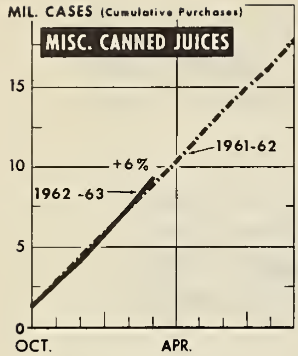
About 18.7 percent of the Nation's families bought tomato juice in March compared with 16.5 percent a year earlier. The proportion of buyers has been unusually high since December. Further, the average size of purchase was up sharply to 2.3 cans per buying family, the largest recorded.

Retail prices averaged 26.3 cents per 46-ounce can, remaining below average as they have since mid-1962. At this price, a 6-ounce serving cost 3.4 cents, the lowest reported for any juice or drink. (See tables 18-20.)

Nevertheless, because of the increase in volume, consumers spent 26 percent more for tomato juice than in March 1962. Expenditures in the first half of 1962-63 were up 13 per cent from a year earlier.

Miscellaneous Juice Purchases Up 24 Percent

Retail purchases of miscellaneous canned juices -- such as apple, grape, tangerine, and blends (some containing citrus) -- were up 24 percent or 350,000 cases in March from a year earlier. Movement was slow before the freeze, however, and cumulative purchases in the first half of



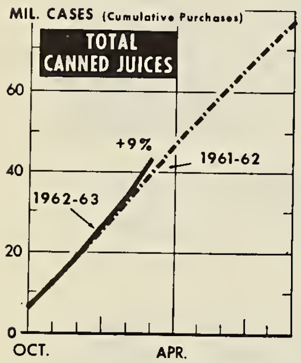
1962-63 were up only 6 percent, 540,000 cases, from the corresponding period of 1961-62. (See table 11 and figures 11-14.)

Nearly 20 percent of the Nation's families bought one or more of these products during March, representing an increase of 2.3 percentage points in proportion of buyers over a year earlier. The average size of purchase also was the largest reported in recent years.

Retail prices were up 4 percent to 37.4 cents per 46-ounce can, the highest reported in about 2 years. As both purchases and prices were up, consumer expenditures increased 28 percent over a year earlier.

Total Canned Juices Have 40 Percent of Household Market

March purchases of all canned single-strength juices increased 22 percent or 1.6 million cases over the same month in 1962, continuing the uptrend that began after the December freeze. Movement of this type of product was well the heaviest recorded in recent years. (See table 13 and figures 11-14.)



Canned juices accounted for 40 percent of the aggregate of all juices and canned fruit drinks bought for home use during March compared with 35 percent a year earlier. Canned fruit drinks, in comparison, gained 4 points in market share, while frozen orange concentrate lost 12 points.

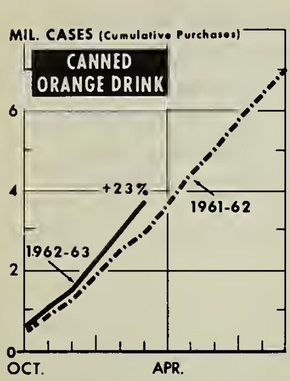
Purchases of canned juices averaged 3 cans among the 48 percent of the Nation's families that bought. Both components were well above year earlier levels.

Retail prices advanced slightly in March to 34.5 cents per 46-ounce can, or to 4.5 cents per 6-ounce serving. This was 1.3 cents below the cost of frozen orange concentrate, but 0.5 cent more than paid for canned fruit drinks.

Expenditures averaged $1.05 per buying family, 11 percent more than a year earlier. As there also was a greater number of buyers, total consumer expenditures were up 24 percent to $27.6 million. This amount was considerably greater than the expenditure for frozen orange concentrate. Prior to the freeze, however, consumers were spending less for canned juices than for the concentrate. (See tables 18-20.)

Cumulative purchases in the first half of 1962-63 exceeded those a year earlier by 9 percent or 3.4 million cases. (See figure in margin.) Prices averaged lower, however, and the relative gain in expenditures was not as great.

Orange Drink Purchases at New Peak



March purchases of canned orange drink were up 41 percent -- 220,000 cases -- from a year earlier to a new high for this series begun in 1953. The share of market, 3.6 percent, was about the highest recorded. (See figures 8 and 11-14.)

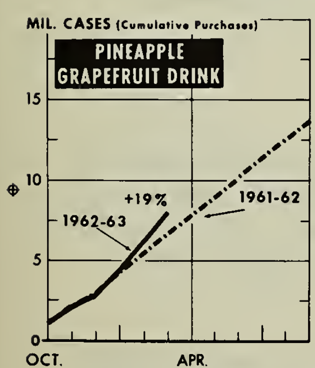
This was a continuation of the heavy movement since April 1962. Cumulative purchases in the first half of the 1962-63 marketing year, consequently, were 23 percent above the same period of 1961-62. (See figure in margin.)

Most of the increase over the previous March occurred because of a greater number of buyers, 5.1 percent of the Nation's families compared with 3.7 percent a year earlier. The average size of purchase also was slightly larger.

Retail prices averaged 31.3 cents per 46-ounce can in March, 3 percent less than a year earlier but almost the same as the 1957-61 average for the month. Nonetheless, because of the heavy movement, consumer expenditures in the first half of 1962-63 were sharply above a year earlier.

Use of orange drink in March was up 52 percent from December 1962. This was about 3 times the relative gain that followed the 1957 freeze.

Buying of Pineapple-Grapefruit Drink Continues Record High



Housewives increased their purchases of pineapple-grapefruit drink 39 percent in March compared with the same month of 1962. Purchases were double those last December. (See figures 9 and 11-14.)

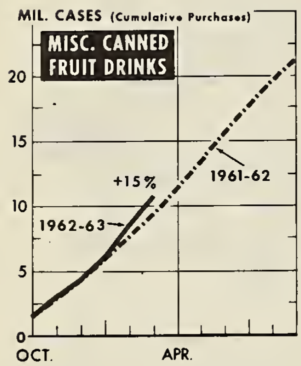
Retail movement was slow in the prefreeze months of 1962-63, but it has been at a record level -- 8 percent of the market -- since that time. In the same months a year earlier, the market share was around 6 percent. As a result, cumulative purchases in the first half of 1962-63 were 19 percent -- 1.3 million cases -- ahead of the same period of 1961-62. (See figure in margin.)

The gain over the preceding March was due to a record number of buyers, 11 percent of the Nation's families, compared with 7.7 percent a year before. With more families buying, however, the average size of purchase was off a little to 2.7 cans per buying family.

March prices were steady at 26.9 cents per 46-ounce can. Prices have held within 1 cent of this level for more than a year, making the product one of the least expensive reported.

The average expenditure per buying family was down moderately to 73 cents in March. But more families bought, and total consumer expenditures were up nearly 40 percent from both a year earlier and the 1958-61 average for the month. Cumulative expenditures in the first half of 1962-63 were 17 percent or $2.9 million above the corresponding months of 1961-62. (See tables 18-20.)

Use of Miscellaneous Fruit Drinks Up Substantially



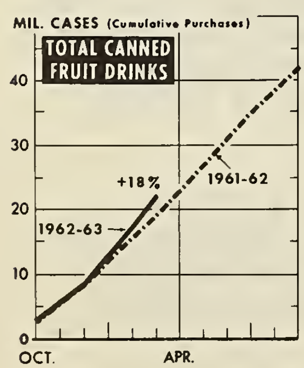
March use of miscellaneous canned fruit drinks (noncarbonated ades, punches, and drinks other than orange and pineapple-grapefruit) also increased sharply. Purchases were up 46 percent from December and 22 percent from March 1962 to about equal the June 1961 record volume. (See table 12 and figures 11-14.)

Purchases have been particularly heavy since the December freeze. And cumulative movement in October-March was 15 percent, 1.4 million cases, ahead of the first half of 1961-62.

About 15 percent of the Nation's families bought these products in March compared with only 12 percent a year earlier. The average size of purchase, 2.5 cans per buying family, however, was a little smaller.

Prices paid in March averaged 34 cents per 46-ounce can. This was 0.6 cent below a year earlier, continuing the somewhat low price level that has persisted for several months.

Fruit Drinks in Record Number of Homes



About 26 percent of the Nation's housewives served fruit drinks to their families in March -- the largest number of buyers reported. The average size of purchase, 3.2 quarts per buying family, also was slightly larger than a year earlier.

Purchases of canned fruit drinks for household use totaled 4.7 million cases in March. This represented a gain of 31 percent or 1.1 million cases over a year earlier, and was the largest volume recorded for any month in this series begun in 1959. Movement was up 64 percent from December, a substantially greater gain than reported for corresponding periods of the 3 preceding years. (See table 14 and figures 11-14.)

The product group accounted for 22 percent of all juices and fruit drinks bought for home use in March, a gain of 4 percentage points in market share over a year earlier. Except for July 1961, this was the largest share the fruit drinks have had.

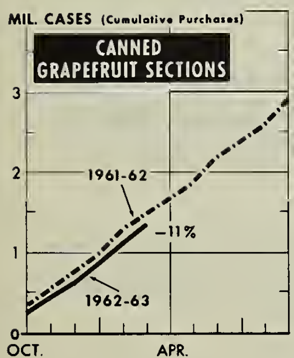
Cumulative purchases in the first half of 1962-63 were 18 percent -- 3.4 million cases -- above the year-earlier level. Most of this gain occurred after the December freeze. (See figure in margin.)

March prices were down 0.7 cent from a year earlier to 30.9 cents per 46-ounce can. At this price, a 6-ounce serving cost 4 cents compared with 4.5 cents for canned juices and 5.8 cents for frozen orange concentrate. (See tables 18-20.)

The average buying family spent 98 cents for fruit drinks in March, the same as a year earlier. But because of the increase in movement, March expenditures were up 28 percent, and the total expenditures in October-March were up 15 percent from the corresponding months of 1961-62.

CANNED AND REFRIGERATED CITRUS SALADS AND SECTIONS

Canned Grapefruit Section Sales Remain Slow



Movement of canned grapefruit sections remained slow in March, with purchases off 10 percent -- 25,000 cases -- from the same month of 1962. And the cumulative total for October-March was off 11 percent or 167,000 cases from the corresponding 6 months of 1961-62. (See figures in margin and 10-14.)

The low March retail sales reflected a decrease in the average size of purchase -- from 3.7 to 3 cans per buying family, almost the smallest reported in this series begun in 1956. The number of buyers, however, was up slightly to 3.9 percent of the Nation's families.

Retail prices advanced 2.6 cents over December to 22.9 cents per No. 303 can in March. This price -- 12 percent above the 1957-61 average for the month -- was the highest recorded for the product.

The average buying family spent 69 cents for grapefruit sections, 7 percent less than a year earlier. Because of more buyers, however, March expenditures were up. But the gain was not enough to bring the cumulative total for the first 6 months of 1962-63 up to the year-earlier level.

Purchases of Citrus Salads and Sections Down Moderately

Purchases of refrigerated citrus salads and sections totaled about 286,000 gallons in March, down 4 percent from February and the lowest in the 6 months these data have been available. (See table 15.)

About 1.6 percent of the Nation's families used these products, the same as in February. The average size of purchase, however, was down moderately to 42.5 ounces per buying family.

Orange and grapefruit sections accounted for 60 percent of the total volume. Prices were up slightly from February to 71.9 cents per quart. Grapefruit sections represented about 6 percent of the total; prices were up 6.2 cents to 64.3 cents per 26-ounce jar. Miscellaneous salads and sections accounted for the balance; prices were up slightly to 72.4 cents per quart.

FRESH ORANGES AND GRAPEFRUIT

Orange Buying Down 52 Percent

March purchases of fresh oranges were down 52 percent compared with March 1960, the last comparable month purchase data were obtained for fresh oranges and grapefruit. Movement was slow through October-March, and cumulative purchases were down 34 percent from the corresponding period of 1959-60. (See table 16.)

As a result of the severe freeze damage to orange crops, particularly in Florida, production for the United States is estimated down 25 percent from a year earlier and the smallest since the late 1940's.

Purchases averaged 18 oranges among the 26 percent of families that bought in March. Both components of retail movement were sharply lower than 3 years earlier.

Retail prices were up 23 cents to 74.6 cents per dozen in March. Nonetheless, because of the decline in volume consumer expenditures were down 31 percent from 3 years earlier. And the season's total expenditure through March was down 20 percent, $23.7 million, from the same 6 months of 1959-60.

Grapefruit Use Drops 29 Percent

Household use of fresh grapefruit in March was off 29 percent from the same month of 1960, continuing the low level

of purchases begun in January. Although November and December purchases were moderately greater than 3 years earlier, cumulative purchases, October-March, were off 20 percent from corresponding months of 1959-60.

Production of grapefruit in the United States in 1962-63 is expected down 19 percent from a year earlier and the smallest since the late 1930's.

March purchases averaged about 10 grapefruit for each family of the 22 percent that bought. Both factors of total purchases were well below March 1960 levels.

Retail prices averaged $1.09 per dozen in March, up 23 cents from 3 years earlier. But because of the drop in purchases, March expenditures were down and cumulative expenditures in the first half of 1961-62 were 7 percent, $4.1 million, below the same period of 1959-60.

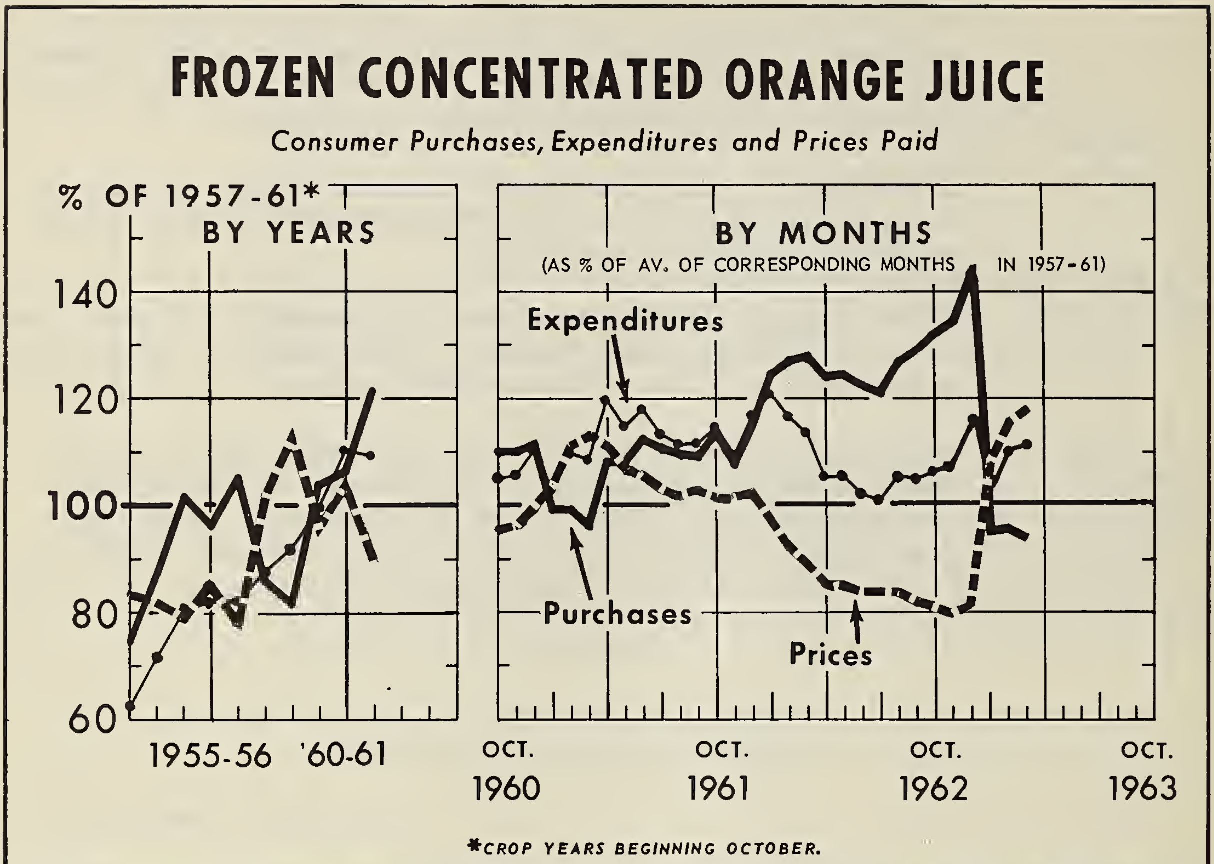


Fig. 1

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase by buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,719	5,784	5,111	31.5	29.8	50	46	15.9	19.9	19.7
Nov.	6,669	5,342	4,970	31.3	28.2	50	45	15.9	20.2	19.9
Dec.	7,215	5,728	4,996	32.7	29.8	52	46	15.7	19.9	19.6
Oct.-Dec.	20,603	16,854	15,077							
Jan.	5,066	6,584	5,312	28.2	31.3	42	50	21.3	19.0	19.6
Feb.	4,983	6,582	5,207	28.5	31.5	41	50	22.6	18.0	19.6
Mar.	4,855	6,587	5,172	28.2	31.1	40	50	23.2	17.4	19.6
Jan.-Mar.	14,904	19,753	15,691							
Apr.		6,363	5,147		30.6		49		16.4	19.3
May		6,123	4,941		29.5		49		16.4	19.3
June		5,776	4,740		28.4		48		16.3	19.5
Apr.-June		18,262	14,828							
July		5,543	4,601		27.2		48		16.4	19.6
Aug.		5,779	4.580		28.7		47		16.5	19.8
Sep.		6,562	5,111		31.3		49		16.0	19.6
July-Sept.		17,884	14,292							
Season		72,753	59,888						17.7	19.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

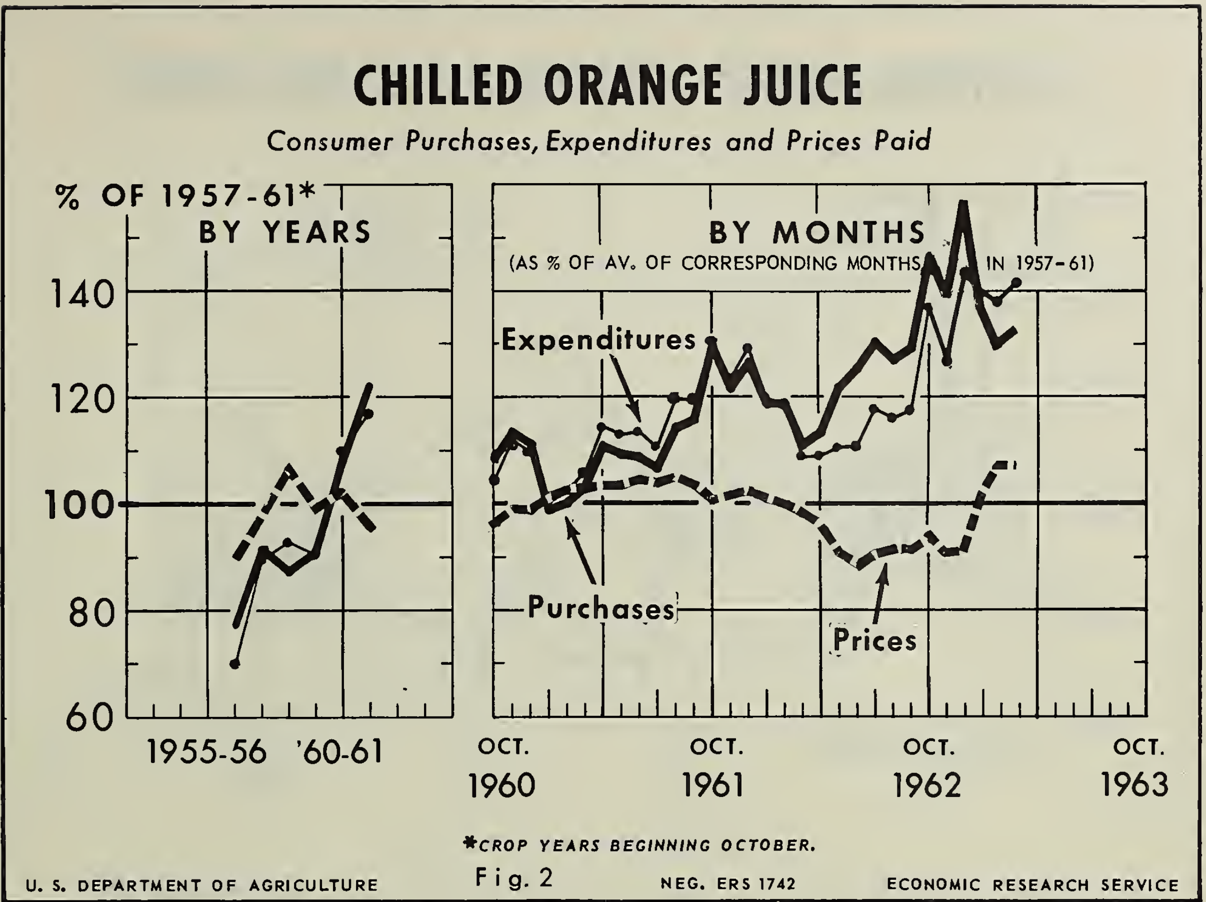


Fig. 2

Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,849	2,521	1,950	6.0	5.0	112	119	37.1	39.9	39.7
Nov.	2,811	2,448	2,017	6.2	5.1	107	114	36.4	40.8	40.2
Dec.	3,002	2,410	1,911	6.3	5.1	111	111	36.3	40.9	40.0
Oct.-Dec.	8,662	7,379	5,878							
Jan.	2,884	2,489	2,098	6.4	5.7	105	104	39.8	39.4	39.1
Feb.	2,948	2,713	2,288	6.5	6.0	105	106	41.6	38.6	38.7
Mar.	2,997	2,511	2,267	6.4	5.6	109	107	42.4	38.8	39.6
Jan.-Mar.	8,829	7,713	6,653							
Apr.		2,532	2,239		5.8		103		37.8	39.3
May		2,840	2,339		6.3		106		35.1	38.7
June		2,863	2,291		6.2		108		33.9	38.3
Apr.-June		8,235	6,869							
July		2,681	2,064		6.2		101		35.4	39.1
Aug.		2,408	1,901		5.6		100		36.2	39.6
Sep.		2,544	1,974		5.9		102		36.1	39.6
July-Sept.		7,633	5,939							
Season		30,960	25,339						37.7	39.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

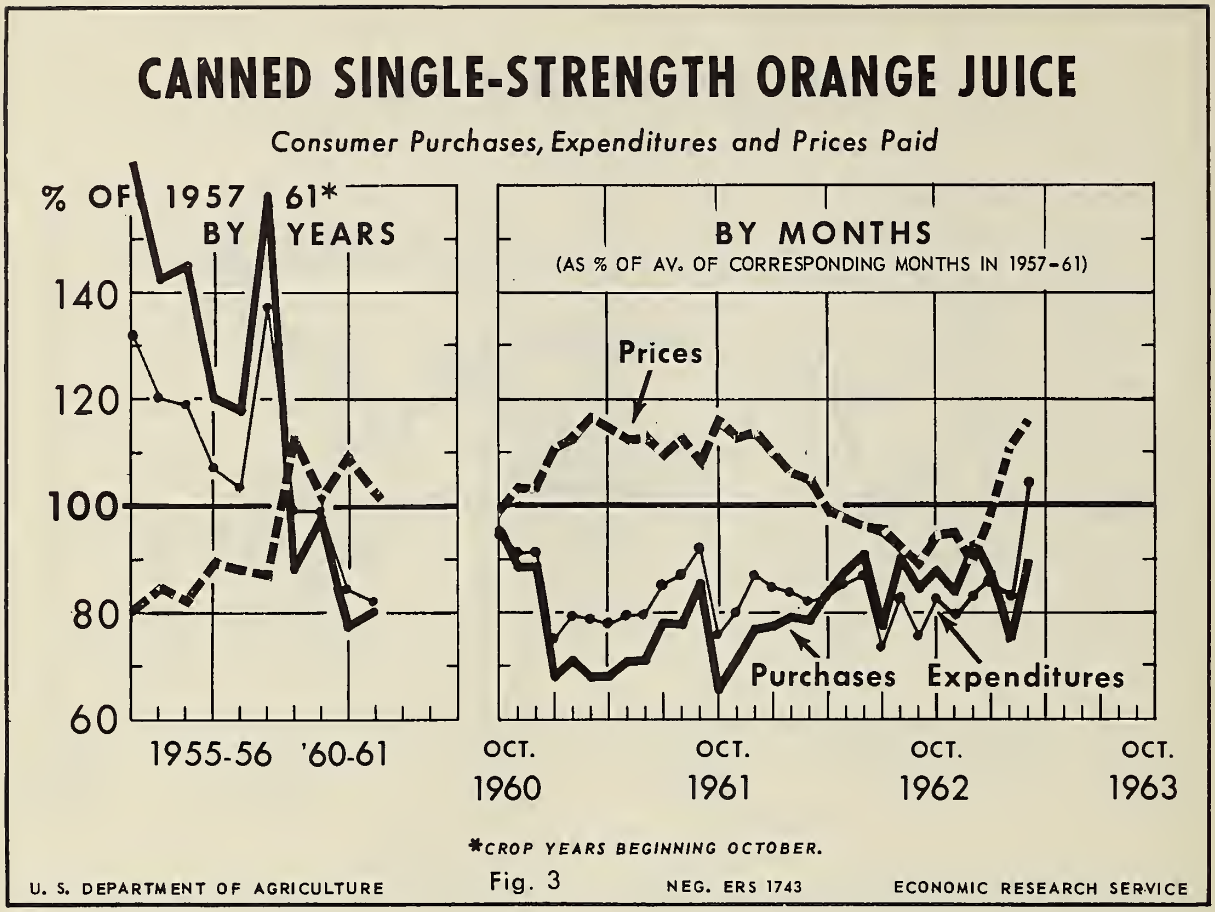


Fig. 3

Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	749	559	852	6.3	5.1	94	88	35.5	43.6	37.8
Nov.	677	574	808	5.9	5.3	90	88	35.8	42.4	37.7
Dec.	699	579	754	6.0	5.2	92	89	34.0	43.1	38.1
Oct.-Dec.	2,125	1,712	2,414							
Jan.	779	690	892	6.6	6.3	93	87	36.5	40.5	37.0
Feb.	680	719	909	6.7	6.2	80	92	41.8	39.7	37.5
Mar.	823	718	915	6.9	5.9	94	97	43.5	39.2	37.5
Jan.-Mar.	2,282	2,127	2,716							
Apr.		736	881		5.8		101		37.5	37.8
May		734	838		6.0		97		36.9	37.9
June		731	806		6.0		96		36.1	37.7
Apr.-June		2,201	2,525							
July		592	764		5.1		91		36.5	38.5
Aug.		638	708		5.6		90		35.8	39.0
Sep.		599	709		5.3		89		35.7	39.9
July-Sept.		1,829	2,181							
Season		7,869	9,836						38.9	38.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounce per case.

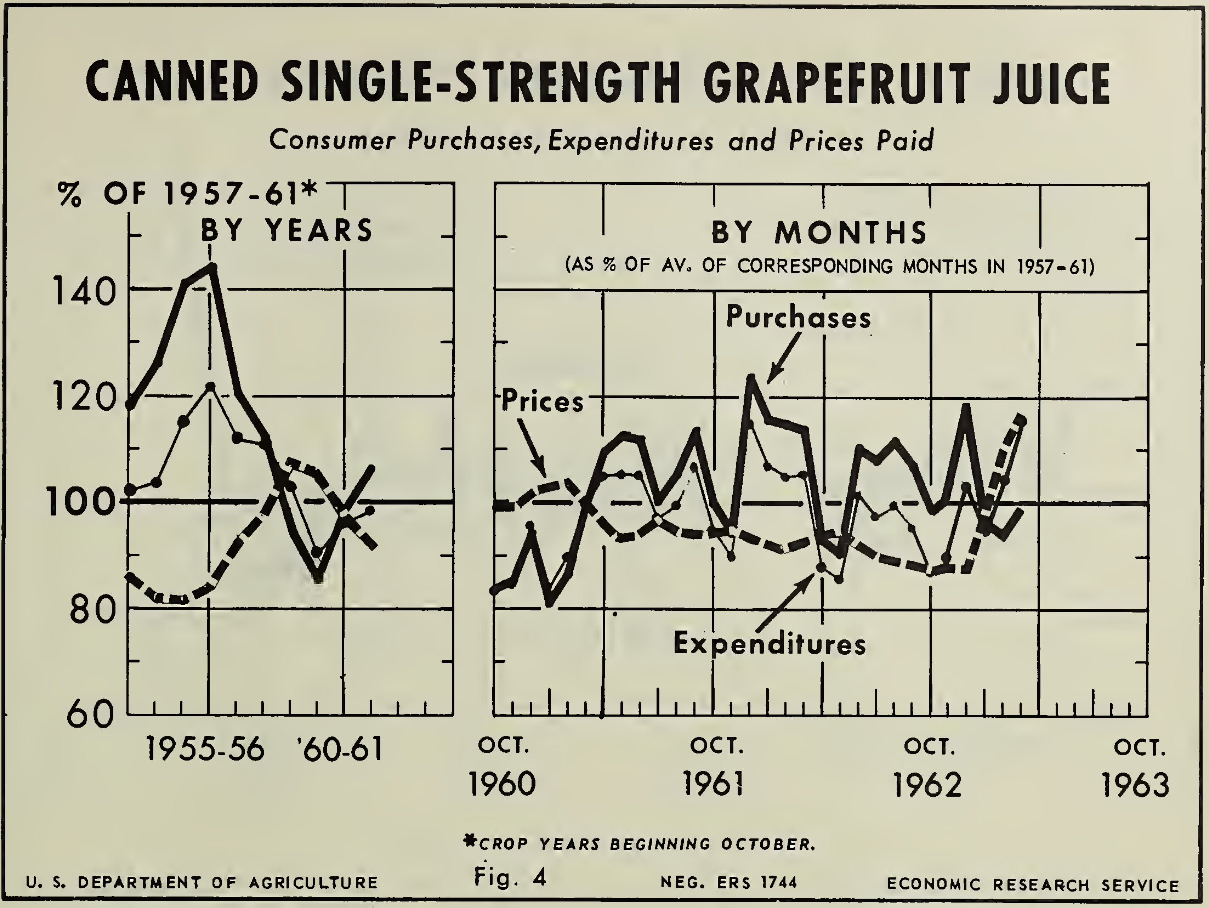


Fig. 4

Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	765	774	772	5.8	5.7	104	108	26.6	28.7	30.3
Nov.	697	647	683	5.4	5.1	103	101	27.0	29.2	30.7
Dec.	765	796	643	5.4	5.7	111	113	26.4	28.4	30.4
Oct.-Dec.	2,227	2,217	2,098							
Jan.	726	876	755	5.8	6.3	98	110	29.6	27.8	30.1
Feb.	674	823	715	5.7	5.9	93	111	33.5	27.8	30.4
Mar.	728	841	738	5.9	5.9	98	114	35.3	27.9	30.1
Jan.-Mar.	2,128	2,540	2,208							
Apr.		740	793		5.4		109		27.5	29.1
May		708	781		4.8		118		27.3	28.9
June		790	714		5.6		111		26.9	29.2
Apr.-June		2,238	2,288							
July		685	632		4.9		111		27.3	30.3
Aug.		764	683		5.3		114		26.7	29.9
Sep.		712	663		5.2		108		26.9	30.3
July-Sept.		2,161	1,978							
Season		9,156	8,572						27.7	30.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

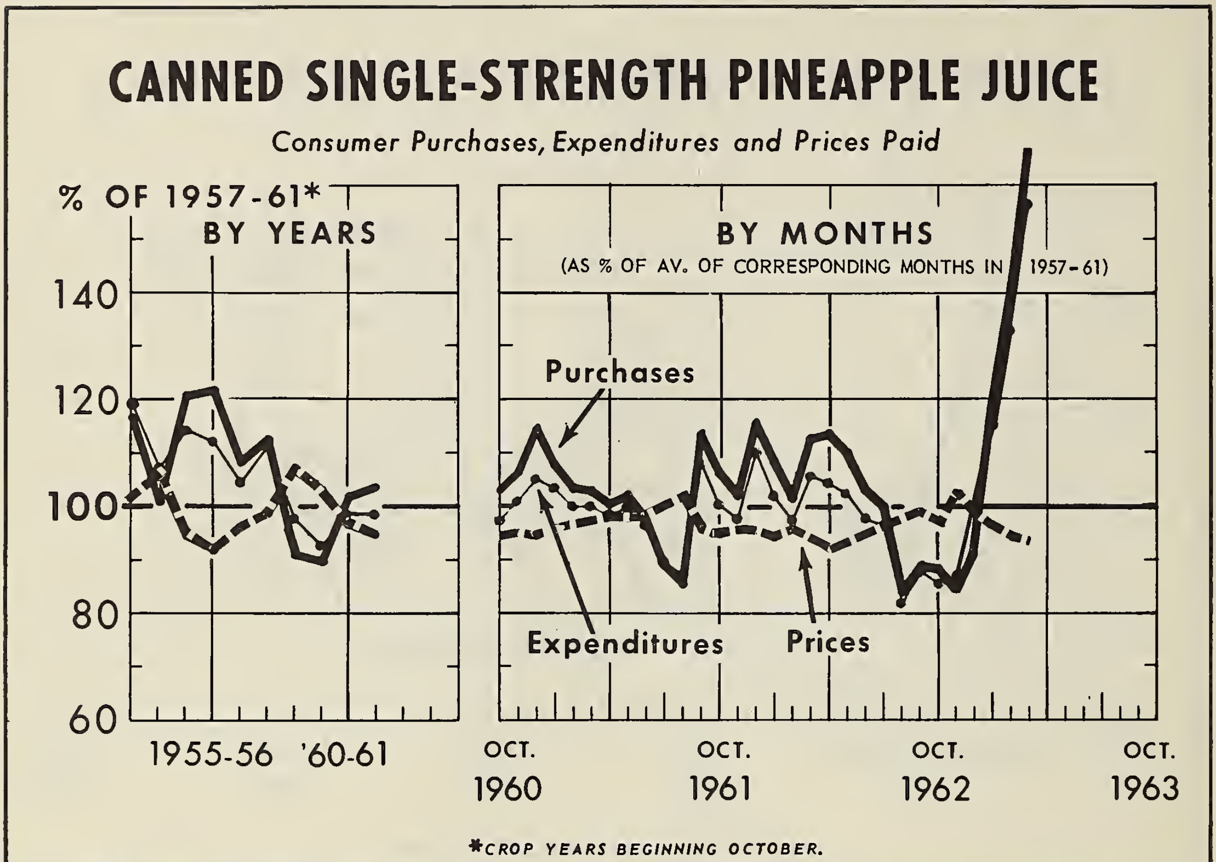
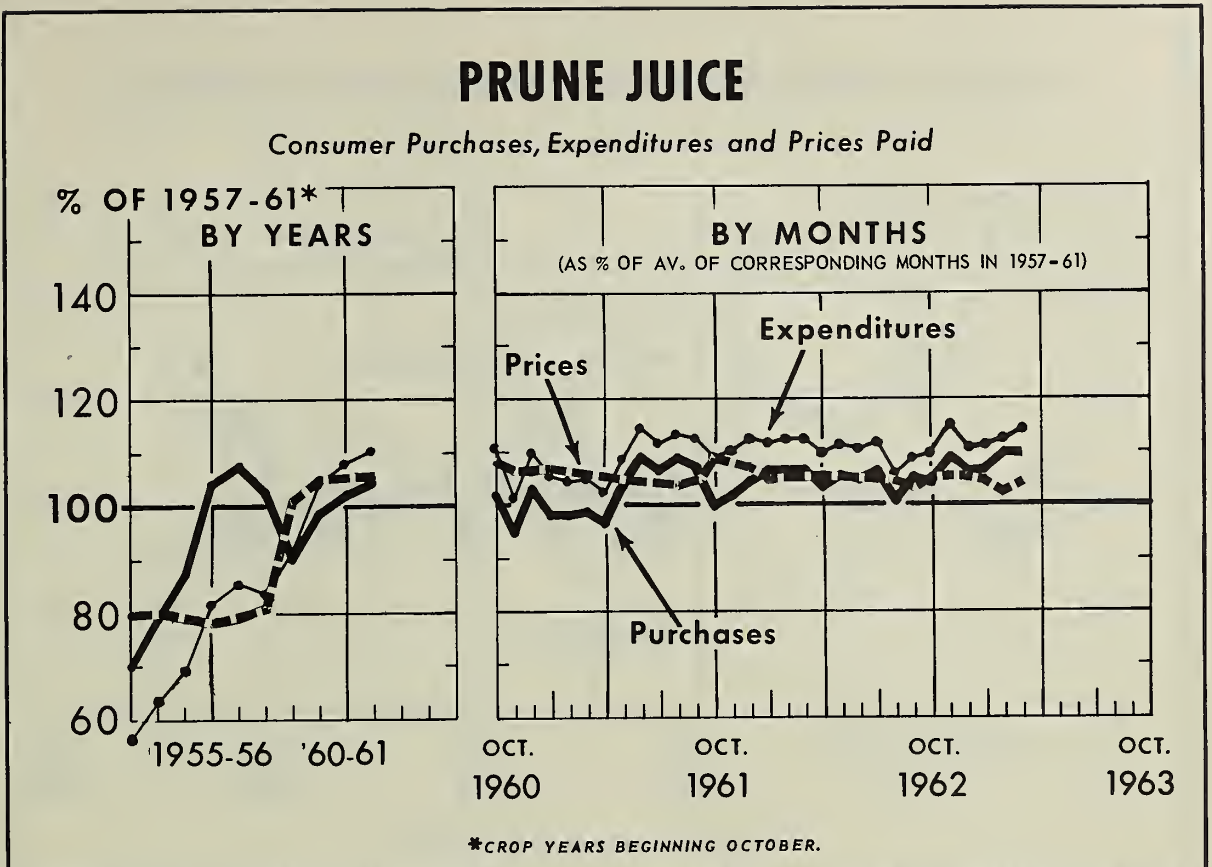


Fig. 5

Table 5.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,038	1,251	1,178	8.3	9.0	98	111	28.3	27.6	29.2
Nov.	950	1,158	1,135	7.9	9.5	94	98	30.0	27.9	29.2
Dec.	1,015	1,275	1,106	8.1	10.1	99	101	29.5	28.3	29.7
Oct.-Dec.	3,003	3,684	3,419							
Jan.	1,385	1,262	1,165	10.9	10.1	100	100	28.6	27.7	29.5
Feb.	1,635	1,182	1,164	11.8	10.2	109	92	28.1	28.4	29.7
Mar.	1,929	1,301	1,156	13.0	10.2	117	102	28.0	28.0	29.8
Jan.-Mar.	4,949	3,745	3,485							
Apr.		1,257	1,108		10.1		98		27.4	29.8
May		1,234	1,123		9.7		101		27.3	29.4
June		1,092	1,061		8.6		101		28.0	29.6
Apr.-June		3,583	3,292							
July		1,020	1,023		8.0		101		28.9	30.0
Aug.		875	1,042		7.5		92		28.8	29.6
Sep.		957	1,079		7.6		99		28.8	29.1
July-Sept.		2,852	3,144							
Season		13,864	13,340						28.0	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.



U. S. DEPARTMENT OF AGRICULTURE Fig. 6 NEG. ERS 1746 ECONOMIC RESEARCH SERVICE

Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	660	634	632	6.9	6.5	76	78	42.1	43.5	39.9
Nov.	652	611	598	6.9	6.3	75	78	42.5	43.8	40.5
Dec.	636	628	599	6.3	6.7	80	75	42.8	43.9	40.8
Oct.-Dec.	1,948	1,873	1,829							
Jan.	693	697	652	7.1	7.0	77	80	42.7	42.9	40.9
Feb.	716	699	653	7.7	7.6	74	73	42.4	43.6	41.4
Mar.	719	700	654	7.8	7.5	73	74	43.2	43.7	41.5
Jan.-Mar.	2,128	2,096	1,959							
Apr.		625	602		7.0		70		44.2	41.7
May		643	607		6.7		76		44.1	41.8
June		631	600		6.5		76		43.9	41.7
Apr.-June		1,899	1,809							
July		610	571		6.2		78		43.8	41.7
Aug.		576	569		6.1		75		43.6	41.6
Sep.		636	602		6.4		79		43.1	41.7
July-Sept.		1,822	1,742							
Season		7,690	7,339						43.7	41.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

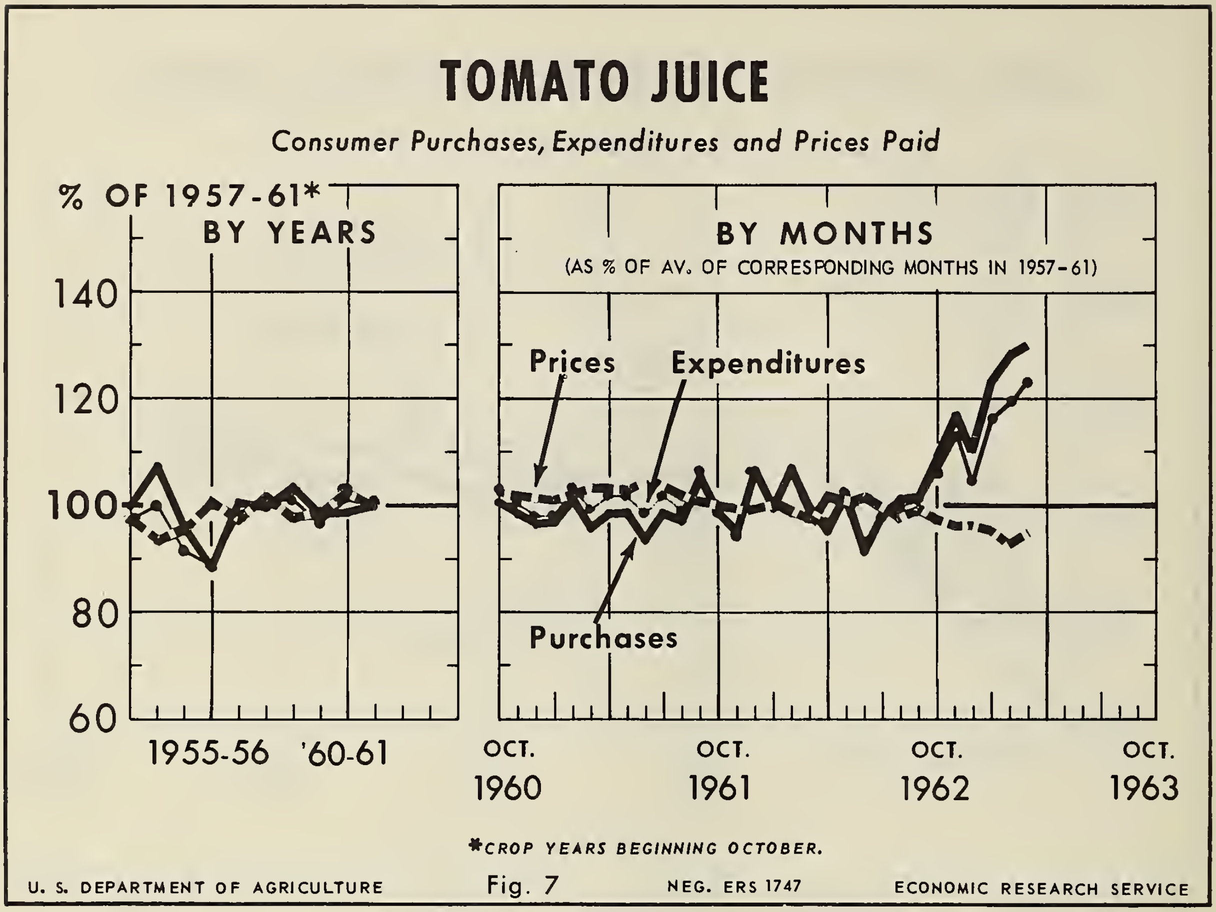


Fig. 7

Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,973	1,780	1,800	15.8	14.8	99	97	26.4	27.1	27.1
Nov.	2,174	1,766	1,854	16.5	15.4	104	92	26.3	27.3	27.4
Dec.	1,795	1,744	1,632	15.1	15.3	94	92	26.9	28.0	28.1
Oct.-Dec.	5,942	5,290	5,286							
Jan.	2,379	1,926	1,926	19.0	16.7	98	92	26.5	28.3	28.1
Feb.	2,482	2,072	1,931	18.8	17.2	104	96	26.0	27.8	28.1
Mar.	2,501	1,930	1,930	18.7	16.5	105	94	26.3	27.0	27.6
Jan.-Mar.	7,362	5,928	5,787							
Apr.		1,797	1,879		15.4		92		28.2	27.7
May		1,832	1,791		15.4		94		27.8	27.6
June		1,561	1,700		13.9		89		28.5	28.0
Apr.-June		5,190	5,370							
July		1,509	1,530		13.6		88		28.2	28.3
Aug.		1,525	1,501		13.2		91		27.5	27.9
Sep.		1,621	1,588		13.6		95		27.3	27.5
July-Sept.		4,655	4,619							
Season		21,063	21,062						27.7	27.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

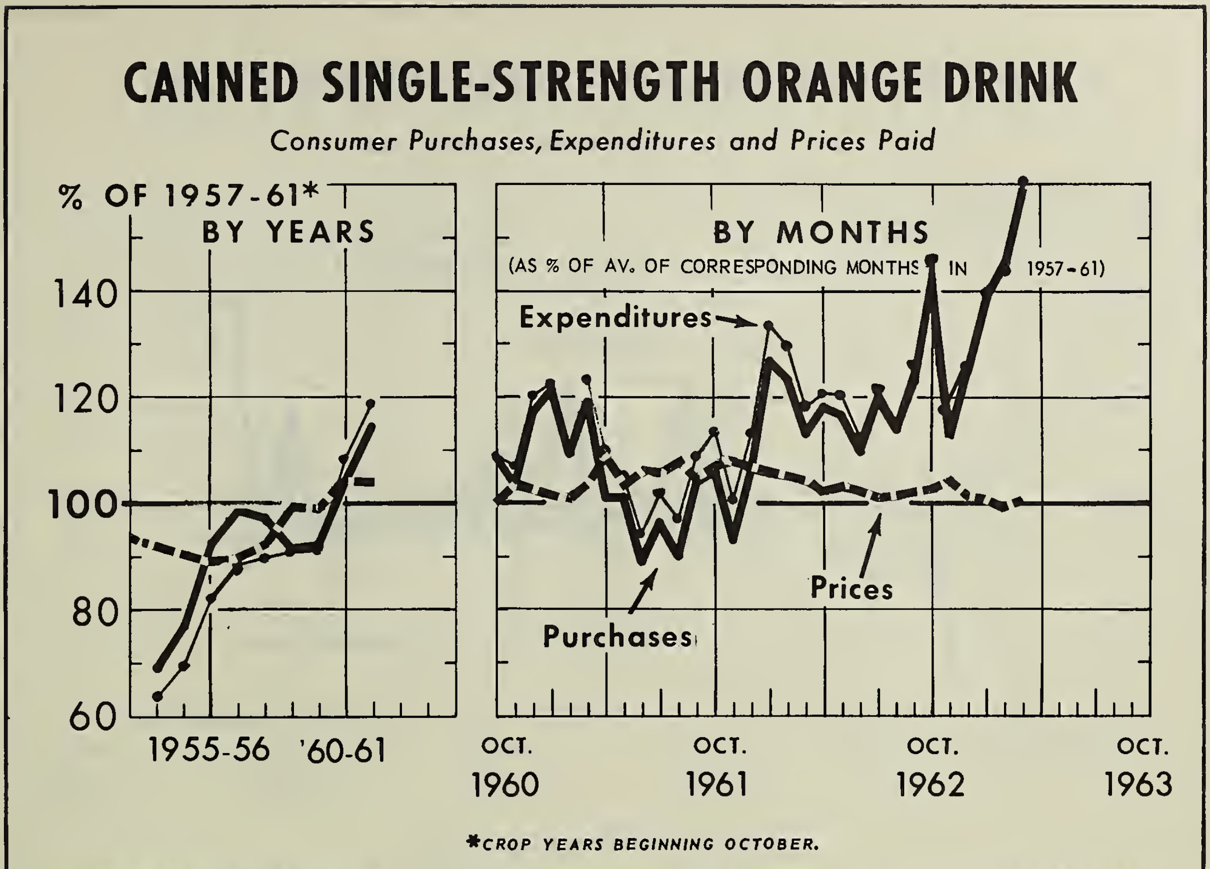


Fig. 8

Table 8.--CANNED SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	613	458	432	3.9	3.3	125	110	30.7	32.0	29.9
Nov.	484	400	429	3.3	2.8	117	113	31.5	32.7	30.3
Dec.	496	423	398	3.2	3.0	120	113	31.2	32.8	30.8
Oct.-Dec.	1,593	1,281	1,259							
Jan.	723	656	518	4.6	4.5	125	115	30.8	32.3	30.6
Feb.	685	579	470	4.3	3.9	125	118	31.0	32.9	31.3
Mar.	753	534	472	5.1	3.7	117	116	31.3	32.4	31.1
Jan.-Mar.	2,143	1,769	1,460							
Apr.		670	568		4.7		114		31.2	30.5
May		650	558		4.6		113		31.3	30.4
June		650	592		4.6		112		30.4	29.7
Apr.-June		1,970	1,718							
July		741	619		5.2		113		30.1	29.7
Aug.		616	541		4.5		108		30.0	29.6
Sep.		579	471		3.9		118		31.0	30.3
July-Sept.		1,936	1,631							
Season		6,956	6,068						31.5	30.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

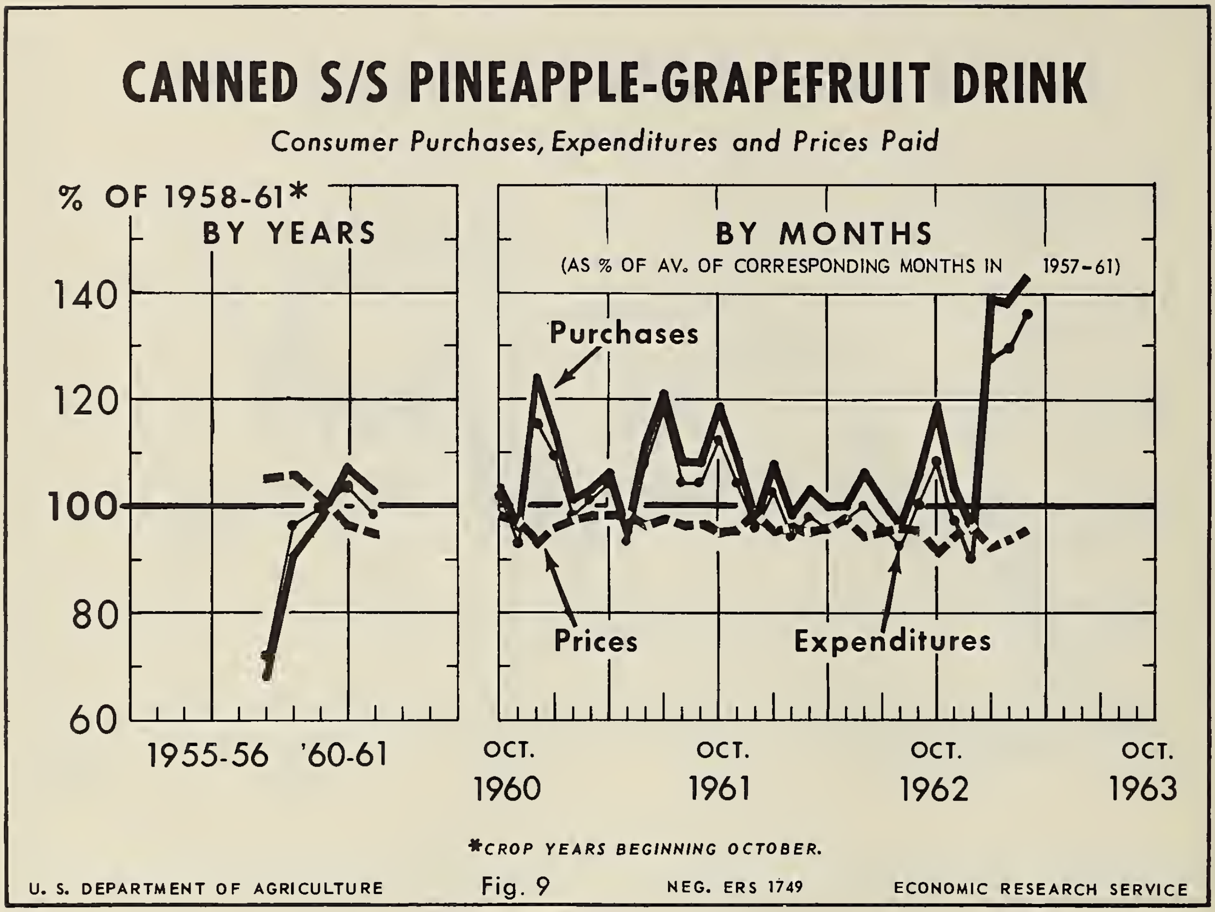


Fig. 9

Table 9.--CANNED SINGLE STRENGTH PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1958-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1958-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,159	1,156	976	7.5	7.9	122	117	26.5	27.5	29.0
Nov.	923	970	892	6.5	7.2	112	109	27.7	28.0	29.3
Dec.	855	875	900	5.9	6.3	115	112	27.5	28.3	28.8
Oct.-Dec.	2,937	3,001	2,768							
Jan.	1,589	1,233	1,145	9.7	7.8	129	126	26.3	27.2	28.6
Feb.	1,740	1,238	1,259	10.5	8.2	130	120	26.6	27.1	28.3
Mar.	1,746	1,255	1,218	11.0	7.7	125	129	26.9	26.8	28.2
Jan.-Mar.	5,075	3,726	3,622							
Apr.		1,153	1,154		7.5		122		27.0	28.2
May		1,120	1,120		7.4		120		27.5	28.2
June		1,249	1,176		7.6		130		26.4	28.0
Apr.-June		3,522	3,450							
July		1,253	1,240		8.0		124		26.4	27.8
Aug.		1,067	1,108		6.8		124		26.9	28.0
Sep.		1,077	1,017		6.9		123		27.0	28.4
July-Sept.		3,397	3,365							
Season		13,646	13,205						27.1	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

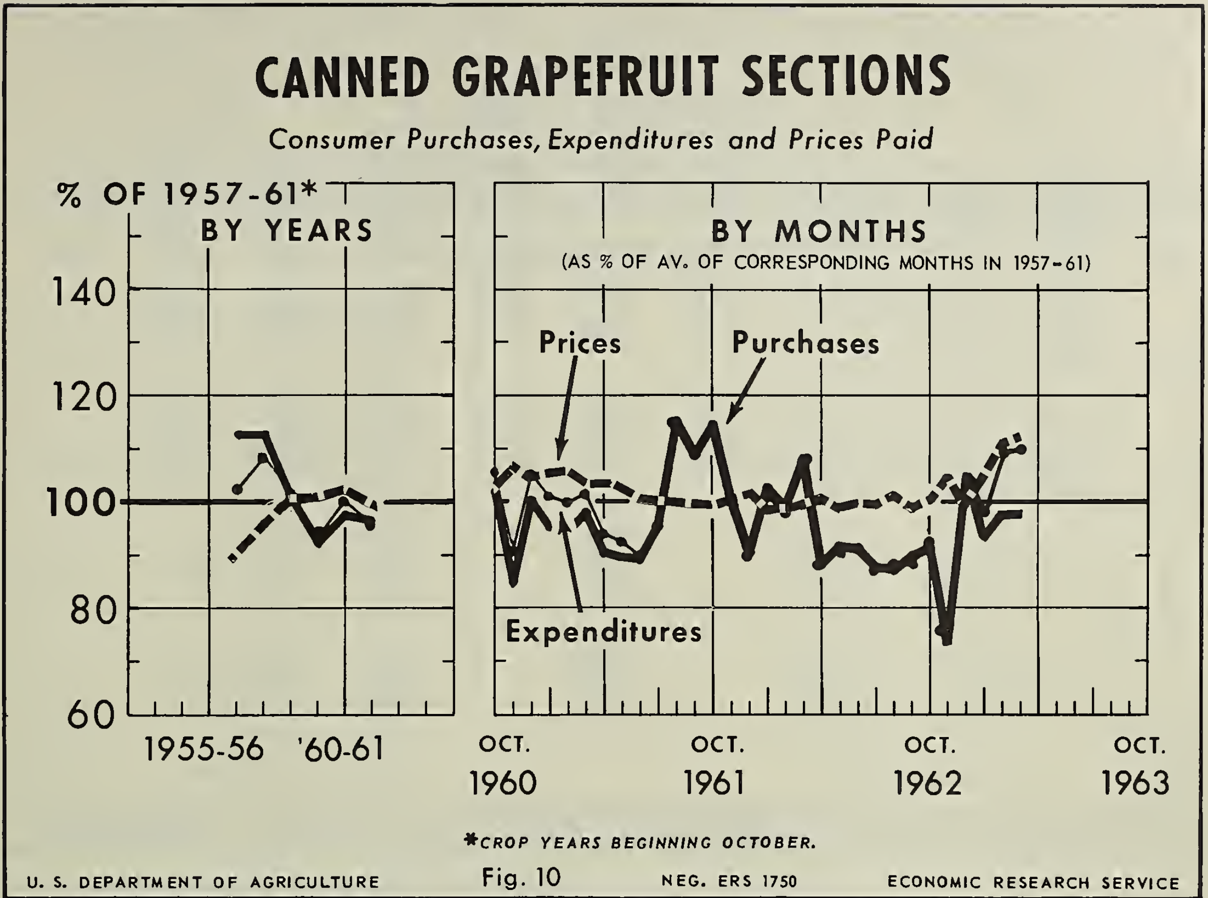


Fig. 10

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	285	357	311	4.5	5.3	55	60	20.1	19.8	20.0
Nov.	182	251	249	3.3	3.7	49	61	21.2	20.2	20.3
Dec.	201	174	192	3.3	3.2	54	49	20.3	20.8	20.5
Oct.-Dec.	668	782	752							
Jan.	228	252	245	3.8	4.0	52	56	21.3	19.9	20.2
Feb.	223	237	239	3.8	3.7	53	56	22.5	20.0	20.2
Mar.	219	244	225	3.9	3.7	48	58	22.9	20.3	20.4
Jan.-Mar.	670	733	709							
Apr.		201	227		3.5		50		20.4	20.3
May		214	233		3.6		53		20.2	20.4
June		233	255		3.6		58		20.5	20.5
Apr.-June		648	715							
July		232	264		3.7		55		20.6	20.7
Aug.		221	253		3.5		56		20.7	20.4
Sep.		256	284		3.8		60		20.1	20.4
July-Sept.		709	801							
Season		2,872	2,977						20.3	20.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,380	1,542	1,498	15.9	17.3	68	72	35.8	36.9	---
Nov.	1,411	1,416	1,416	17.1	16.9	65	67	35.3	36.8	---
Dec.	1,437	1,416	1,417	17.0	17.2	67	66	35.2	36.8	---
Oct.-Dec.	4,228	4,374	4,331							
Jan.	1,576	1,505	1,540	17.9	17.5	69	68	35.9	36.7	---
Feb.	1,750	1,479	1,569	19.6	18.0	70	66	36.9	36.1	---
Mar.	1,812	1,465	1,622	19.8	17.5	72	67	37.4	36.1	---
Jan.-Mar.	5,138	4,449	4,731							
Apr.		1,511	1,611		17.5		68		36.1	---
May		1,594	1,678		18.8		67		34.6	---
June		1,544	1,573		18.6		66		35.1	---
Apr.-June		4,649	4,862							
July		1,480	1,494		17.8		66		35.0	---
Aug.		1,477	1,390		17.6		66		34.6	---
Sep.		1,357	1,355		16.6		65		34.7	---
July-Sept.		4,314	4,239							
Season		17,786	18,163						35.8	---

1/ All canned juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,532	1,487	1,449	10.9	10.9	111	109	33.9	34.0	34.7
Nov.	1,498	1,366	1,322	11.0	11.0	108	100	34.2	35.1	35.2
Dec.	1,508	1,404	1,326	11.2	10.9	106	103	34.4	35.1	35.1
Oct.-Dec.	4,538	4,257	4,097							
Jan.	1,864	1,634	1,467	13.0	12.5	113	104	33.7	34.6	34.9
Feb.	2,169	1,688	1,571	14.5	12.3	118	109	34.3	34.8	34.8
Mar.	2,204	1,812	1,609	15.0	12.1	115	119	34.0	34.6	34.8
Jan.-Mar.	6,237	5,134	4,647							
Apr.		1,885	1,764		13.7		109		34.5	34.6
May		2,230	2,031		14.9		119		33.9	33.9
June		2,124	2,166		14.6		115		33.7	33.8
Apr.-June		6,239	5,961							
July		2,060	2,021		14.5		112		33.2	33.4
Aug.		1,823	1,821		13.0		111		33.4	33.7
Sep.		1,727	1,709		11.9		114		33.8	33.9
July-Sept.		5,610	5,551							
Season		21,240	20,256						34.2	34.3

1/ All fruit drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,565	6,540	6,732	40.7	40.5	127	130	33.2	34.5	---
Nov.	6,561	6,172	6,495	42.1	40.5	123	122	33.3	34.7	---
Dec.	6,347	6,438	6,152	41.2	41.5	122	124	33.4	34.8	---
Oct.-Dec.	19,473	19,150	19,379							
Jan.	7,538	6,956	6,931	45.5	47.8	130	116	33.4	34.5	---
Feb.	7,937	6,974	6,940	47.1	44.3	133	126	34.0	34.4	---
Mar.	8,512	6,955	7,015	47.9	43.3	140	128	34.5	34.1	---
Jan.-Mar.	23,987	20,885	20,886							
Apr.		6,666	6,875		42.3		125		34.1	---
May		6,745	6,817		42.6		126		33.6	---
June		6,349	6,454		41.8		120		34.1	---
Apr.-June		19,760	20,146							
July		5,896	6,013		39.5		118		34.4	---
Aug.		5,855	5,892		38.4		121		33.7	---
Sep.		5,882	5,995		38.4		121		33.8	---
July-Sept.		17,633	17,900							
Season		77,428	78,311						34.2	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 14.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	3,304	3,101	2,858	18.9	18.7	138	133	30.7	31.3	32.0
Nov.	2,905	2,736	2,577	17.5	18.2	131	121	31.7	32.2	32.8
Dec.	2,859	2,702	2,635	17.4	17.6	130	123	31.8	32.5	32.3
Oct.-Dec.	9,068	8,539	8,070							
Jan.	4,176	3,523	3,235	22.2	21.4	148	131	30.4	31.6	31.8
Feb.	4,594	3,505	3,362	23.9	20.5	151	136	30.9	31.8	31.9
Mar.	4,703	3,601	3,408	25.5	20.0	145	143	30.9	31.6	31.7
Jan.-Mar.	13,473	10,629	10,005							
Apr.		3,708	3,558		21.3		138		31.6	31.7
May		4,000	3,758		22.3		142		31.7	31.7
June		4,023	4,027		22.5		142		30.9	31.3
Apr.-June		11,731	11,343							
July		4,054	4,007		22.6		142		30.5	30.8
Aug.		3,506	3,486		20.0		139		30.8	31.1
Sep.		3,383	3,233		19.1		140		31.2	31.5
July-Sept.		10,943	10,726							
Season		41,842	40,144						31.4	31.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 15.--REFRIGERATED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 1/

Period 2/	Orange and Grapefruit Sections: Total Purchases	Orange and Grapefruit Sections: Proportion of families buying	Orange and Grapefruit Sections: Purchases per buying family	Orange and Grapefruit Sections: Prices paid per 32-oz. jar	Grapefruit Sections: Total Purchases	Grapefruit Sections: Proportion of families buying	Grapefruit Sections: Purchases per buying family	Grapefruit Sections: Prices paid per 26-oz. jar
	1,000 Gallons	Percent	Ounces	Cents	1,000 Gallons	Percent	Ounces	Cents
Oct.	156	1.0	38.4	63.6	14	0.1	36.3	55.5
Nov.	182	0.9	46.9	60.0	15	0.1	33.9	57.5
Dec.	142	0.8	43.0	63.1	3/	---	---	---
Oct.-Dec.	480				29			
Jan.	151	0.8	47.5	66.2	9	0.1	41.8	61.3
Feb.	151	0.8	43.4	69.1	31	0.2	43.0	58.1
Mar.	173	0.9	43.7	71.9	18	0.1	38.2	64.3
Jan.-Mar.	475				58			
Apr.								
May								
Jun.								
Apr.-Jun.								
Jul.								
Aug.								
Sep.								
Jul.-Sep.								
Season								

Period 2/	Other Citrus Salads: Total Purchases	Other Citrus Salads: Proportion of families buying	Other Citrus Salads: Purchases per buying family	Other Citrus Salads: Prices paid per 32-oz. jar	Total Salads and Sections: Total Purchases	Total Salads and Sections: Proportion of families buying	Total Salads and Sections: Purchases per buying family
	1,000 Gallons	Percent	Ounces	Cents	1,000 Gallons	Percent	Ounces
Oct.	141	0.8	40.1	61.9	311	1.8	42.1
Nov.	197	1.1	41.5	62.4	394	2.0	47.0
Dec.	175	1.0	40.6	61.5	317	1.7	45.2
Oct.-Dec.	513				1,022		
Jan.	135	0.9	34.6	62.5	295	1.7	42.4
Feb.	116	0.7	37.5	71.4	298	1.6	45.4
Mar.	95	0.6	36.9	72.4	286	1.6	42.5
Jan.-Mar.	346				879		
Apr.							
May							
Jun.							
Apr.-Jun.							
Jul.							
Aug.							
Sep.							
Jul.-Sep.							
Season							

1/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying refrigerated salads and sections, these estimates particularly should be used with caution.

2/ Data are for 4-week (28-day) periods to facilitate comparisons.

3/ Too few buyers to permit analysis.

Table 16.-- FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per Dozen		
	1962-1963	1959 1960	Average 1954-56	1962-1963	1959 1960	1962-1963	1959 1960	1962-1963	1959 1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	22,954	28,570	15.3	25.5	18.4	21.7	62.4	52.6	44.2
Nov.	24,791	33,469	42,982	27.9	33.7	19.5	23.0	48.6	45.2	37.5
Dec.	42,444	48,925	57,708	41.5	44.4	22.4	27.4	49.4	43.4	37.9
Oct.-Dec.	80,123	105,348	129,260							
Jan.	27,332	48,506	51,049	31.8	43.0	18.8	27.5	67.3	45.9	39.9
Feb.	25,296	48,592	53,450	29.5	43.4	18.7	26.2	72.9	49.6	40.9
Mar.	20,699	42,941	50,259	25.6	40.6	17.7	25.6	74.6	51.8	43.0
Jan.-Mar.	73,327	140,039	154,758							
Apr.		35,817	48,090		36.7		22.4		53.7	44.8
May		29,927	43,252		31.8		22.8		51.3	47.4
June		21,441	31,128		23.9		20.9		54.2	47.8
Apr.-June		87,185	122,470							
July		14,214	26,665		14.8		22.0		54.6	45.4
Aug.		11,182	23,266		12.1		21.7		56.5	45.2
Sep.		12,916	22,788		13.6		21.6		54.1	46.2
July-Sept.		38,312	72,719							
Season		370,884	479,207						50.0	42.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 17.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1962 to date with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per Dozen		
	1962-1963	1959 1960	Average 1954-56	1962-1963	1959 1960	1962-1963	1959 1960	1962-1963	1959 1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	5,796	7,632	5,288	17.1	22.1	7.4	8.0	96.5	93.0	96.8
Nov.	10,570	10,234	10,141	24.7	25.6	9.4	9.2	87.4	86.1	82.4
Dec.	11,349	11,023	11,968	23.7	25.1	10.5	10.6	88.4	83.4	78.5
Oct.-Dec.	27,715	28,889	27,397							
Jan.	9,217	13,533	13,633	21.2	28.9	9.5	11.0	106.2	83.9	77.4
Feb.	10,191	14,486	15,882	22.6	29.5	9.9	12.0	106.8	82.6	74.3
Mar.	9,963	14,106	15,092	21.8	29.1	10.0	11.8	108.6	85.2	77.7
Jan.-Mar.	29,371	42,125	44,607							
Apr.		11,086	13,100		23.8		11.0		94.1	82.1
May		6,769	9,571		18.2		9.1		107.3	91.5
June		3,422	5,334		10.8		7.6		116.3	99.9
Apr.-June		21,277	28,005							
July		1,669	2,671		5.4		7.0		119.4	105.9
Aug.		1,221	1,514		3.7		7.4		126.8	111.4
Sep.		1,156	1,691		3.7		7.2		129.7	112.7
July-Sept.		4,046	5,876							
Season		96,337	105,885						90.5	83.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 18.--Prices paid by consumers per 6-ounce serving of juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concentrated juices: Orange	Frozen concentrated juices: Miscellaneous	Chilled: orange juice	Canned single-strength juices: Orange	Canned single-strength juices: Grapefruit	Canned single-strength juices: Pineapple	Canned single-strength juices: Prune	Canned single-strength juices: Tomato	Canned single-strength juices: Miscellaneous	Canned single-strength juices: Average	Canned single-strength fruit drinks: Orange	Canned single-strength fruit drinks: Pineapple grapefruit	Canned single-strength fruit drinks: Miscellaneous	Canned single-strength fruit drinks: Average	Average all juices and fruit drinks
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1961-62															
October	5.0	4.8	7.5	5.7	3.7	3.6	8.2	3.5	4.8	4.5	4.2	3.6	4.4	4.1	4.7
November	5.0	4.8	7.6	5.5	3.8	3.6	8.2	3.6	4.8	4.5	4.3	3.6	4.6	4.2	4.8
December	5.0	4.8	7.7	5.6	3.7	3.7	8.2	3.6	4.8	4.5	4.3	3.7	4.6	4.2	4.8
January	4.8	4.6	7.4	5.3	3.6	3.6	8.0	3.7	4.8	4.5	4.2	3.6	4.5	4.1	4.6
February	4.5	4.7	7.2	5.2	3.6	3.7	8.2	3.6	4.7	4.5	4.3	3.5	4.5	4.2	4.6
March	4.4	4.6	7.3	5.1	3.6	3.6	8.2	3.5	4.7	4.4	4.2	3.5	4.5	4.1	4.5
April	4.1	4.6	7.1	4.9	3.6	3.6	8.3	3.7	4.7	4.4	4.1	3.5	4.5	4.1	4.4
May	4.1	4.6	6.6	4.8	3.6	3.6	8.3	3.6	4.5	4.4	4.1	3.6	4.4	4.1	4.3
June	4.1	4.5	6.4	4.7	3.5	3.6	8.2	3.7	4.6	4.4	4.0	3.4	4.4	4.0	4.3
July	4.1	4.4	6.6	4.8	3.6	3.8	8.2	3.7	4.6	4.5	3.9	3.4	4.3	4.0	4.3
August	4.1	4.6	6.8	4.7	3.5	3.8	8.2	3.6	4.5	4.4	3.9	3.5	4.4	4.0	4.3
September	4.0	4.6	6.8	4.7	3.5	3.8	8.1	3.6	4.5	4.4	4.0	3.5	4.4	4.1	4.3
Season	4.4	4.6	7.1	5.1	3.6	3.7	8.2	3.6	4.7	4.5	4.1	3.5	4.5	4.1	4.5
1962-63															
October	4.0	4.6	7.0	4.6	3.5	3.7	7.9	3.4	4.7	4.3	4.0	3.5	4.4	4.0	4.3
November	4.0	4.6	6.8	4.7	3.5	3.9	8.0	3.4	4.6	4.3	4.1	3.6	4.5	4.1	4.3
December	3.9	4.5	6.8	4.4	3.4	3.8	8.0	3.5	4.6	4.4	4.1	3.6	4.5	4.2	4.3
January	5.3	4.6	7.5	4.8	3.9	3.7	8.0	3.5	4.7	4.4	4.0	3.4	4.4	4.0	4.7
February	5.6	4.8	7.8	5.4	4.4	3.7	8.0	3.4	4.8	4.4	4.0	3.5	4.5	4.0	4.9
March	5.8	4.8	8.0	5.7	4.6	3.7	8.1	3.4	4.9	4.5	4.1	3.5	4.4	4.0	4.9
April															
May															
June															
July															
August															
September															
Season															

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 19.--Consumer expenditures for juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concentrated juices: Orange	Frozen concentrated juices: Miscellaneous	Chilled orange juice	Canned single-strength juices: Orange	Canned single-strength juices: Grapefruit	Canned single-strength juices: Pineapple	Canned single-strength juices: Prune	Canned single-strength juices: Tomato	Canned single-strength juices: Miscellaneous	Canned single-strength juices: Total	Canned single-strength fruit drinks: Orange	Canned single-strength fruit drinks: Pineapple grapefruit	Canned single-strength fruit drinks: Miscellaneous	Canned single-strength fruit drinks: Total	All juices & fruit drinks
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
1961-62															
October	24,555	2,781	4,024	2,289	2,086	3,243	3,723	4,530	5,344	21,215	1,376	2,985	4,748	9,109	61,684
November	23,020	2,590	3,995	2,286	1,774	3,034	3,613	4,528	4,894	20,129	1,228	2,551	4,503	8,282	58,016
December	24,317	2,606	3,943	2,344	2,123	3,389	3,722	4,586	4,894	21,058	1,303	2,326	4,628	8,257	60,181
January	26,687	3,055	3,923	2,624	2,287	3,283	4,037	5,119	5,187	22,537	1,990	3,150	5,310	10,450	66,652
February	25,275	2,741	4,189	2,681	2,149	3,153	4,114	5,410	5,014	22,521	1,789	3,151	5,517	10,457	65,183
March	24,450	3,160	3,897	2,643	2,204	3,421	4,130	4,894	4,967	22,259	1,625	3,159	5,888	10,672	64,438
April	22,262	2,908	3,828	2,592	1,911	3,235	3,729	4,759	5,123	21,349	1,963	2,924	6,107	10,994	61,341
May	21,422	2,862	3,987	2,544	1,815	3,164	3,828	4,783	5,180	21,314	1,911	2,893	7,100	11,904	61,489
June	20,085	2,788	3,882	2,478	1,996	2,871	3,740	4,178	5,090	20,353	1,856	3,097	6,722	11,675	58,783
July	19,393	2,915	3,796	2,030	1,756	2,768	3,607	3,996	4,865	19,022	2,095	3,107	6,423	11,625	56,751
August	20,342	2,403	3,487	2,145	1,916	2,367	3,390	3,938	4,799	18,555	1,736	2,696	5,718	10,150	54,937
September	22,398	2,753	3,674	2,008	1,799	2,588	3,701	4,156	4,422	18,674	1,686	2,731	5,482	9,899	57,398
Season	274,206	33,562	46,625	28,664	23,816	36,516	45,334	54,877	59,779	248,986	20,558	34,770	68,146	123,474	726,853
1962-63															
October	22,790	2,621	4,228	2,497	1,911	2,759	3,751	4,891	4,640	20,449	1,767	2,885	4,877	9,529	59,617
November	22,621	2,496	4,093	2,276	1,767	2,676	3,741	5,370	4,678	20,508	1,432	2,401	4,811	8,644	58,362
December	24,165	2,581	4,359	2,232	1,897	2,812	3,675	4,535	4,750	19,901	1,453	2,208	4,872	8,533	59,539
January	23,020	3,987	4,591	2,670	2,018	3,720	3,955	5,921	5,313	23,637	2,091	3,925	5,899	11,915	67,150
February	24,024	4,386	4,905	2,669	2,120	4,315	4,098	6,060	6,064	25,326	1,994	4,347	6,987	13,328	71,969
March	24,029	4,507	5,083	3,362	2,413	5,072	4,193	6,177	6,364	27,581	2,213	4,411	7,037	13,661	74,861
April															
May															
June															
July															
August															
September															
Season															

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 20.--Buying family expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date with comparisons 1/

Year and month 2/	Frozen concentrated orange juice	Chilled orange juice	Canned single-strength juices							Canned single-strength fruit drinks				Fresh oranges	Fresh grapefruit	Canned grapefruit sections
			Orange	Grapefruit	Pineapple	Prune	Tomato	Miscellaneous	All	Orange	Pineapple grapefruit	Miscellaneous	All			
	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars	Dollars
1961-62 3/																
October	1.53	1.48	.83	.68	.67	1.06	.57	.58	.97	.76	.70	.81	.91	.95	.62	.74
November	1.52	1.45	.81	.64	.59	1.07	.55	.54	.92	.81	.66	.76	.85	.87	.66	.77
December	1.52	1.41	.83	.70	.62	1.03	.56	.53	.94	.81	.69	.79	.87	.99	.74	.63
January	1.58	1.28	.77	.67	.60	1.07	.56	.55	.87	.81	.74	.78	.90	1.05	.77	.69
February	1.48	1.28	.80	.67	.57	1.00	.58	.51	.94	.84	.71	.83	.94	1.08	.83	.70
March	1.45	1.30	.83	.69	.62	1.01	.55	.52	.95	.81	.75	.90	.98	1.11	.84	.74
April	1.34	1.22	.82	.65	.59	.97	.57	.54	.93	.77	.71	.82	.95	1.00	.86	.64
May	1.33	1.16	.78	.70	.60	1.05	.57	.51	.92	.77	.71	.88	.98	.97	.81	.67
June	1.30	1.14	.76	.65	.61	1.05	.55	.50	.89	.74	.75	.84	.95	.94	.74	.74
July	1.30	1.12	.72	.66	.64	1.07	.54	.50	.88	.74	.71	.81	.94	1.00	.70	.71
August	1.30	1.13	.70	.66	.58	1.02	.55	.50	.88	.71	.73	.81	.93	1.02	.78	.72
September	1.31	1.15	.69	.63	.62	1.06	.56	.49	.89	.80	.72	.84	.95	.97	.78	.75
1962-63																
October	1.32	1.30	.73	.60	.61	.99	.57	.53	.92	.83	.70	.82	.92	.96	.60	.69
November	1.32	1.21	.70	.60	.62	.99	.59	.50	.89	.80	.68	.80	.90	.79	.68	.65
December	1.35	1.26	.68	.64	.63	1.07	.55	.51	.88	.82	.69	.80	.90	.92	.77	.69
January	1.49	1.31	.74	.63	.62	1.02	.57	.54	.95	.84	.74	.83	.98	1.05	.84	.70
February	1.53	1.37	.73	.68	.67	.98	.59	.56	.98	.84	.75	.88	1.02	1.14	.88	.75
March	1.55	1.45	.89	.75	.71	.98	.60	.59	1.05	.79	.73	.85	.98	1.10	.90	.69
April																
May																
June																
July																
August																
September																

1/ Based on prices paid per specified size of can: 6-ounce for frozen orange concentrate; 32-ounce for chilled orange and prune juices; 46-ounce for other juices and drinks; 16-ounces for canned grapefruit sections; and per dozen for fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ 1959-60 for fresh oranges and grapefruit, as not available for intervening years.

Table 21.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying and average prices paid for selected citrus juices and other products, March 1962 - March 1963 1/

Commodity	Total purchases: Volume: March 1963	Total purchases: Volume: March 1962	Total purchases: Change	Total purchases: Share of market: March 1963	Total purchases: Share of market: March 1962	Proportion of families buying: March 1963	Proportion of families buying: March 1962	Purchase per buying family: Number: March 1963	Purchase per buying family: Number: March 1962	Purchase per buying family: Average size: March 1963	Purchase per buying family: Average size: March 1962	Purchase per buying family: Quantity per month: March 1963	Purchase per buying family: Quantity per month: March 1963	Average price paid: Unit	Average price paid: March 1962	Average price paid: March 1963
	1,000	1,000														
FROZEN CONCENTRATED JUICES	gals.	gals.	Pct.	Pct.	Pct.	Pct.	Pct.	No.	No.	Ozs.	Ozs.	Ozs.	Ozs.	Ozs.	Cents	Cents
Orange	4,855	6,587	-26	27.2	38.9	28.2	31.1	2.0	2.0	20.2	25.2	40.2	50.1	6	23.2	17.4
Miscellaneous	1,106	805	+37	6.2	4.8	---	---	---	---	17.1	15.8	---	---	6	19.1	18.4
Total	5,961	7,392	-19	33.4	43.7	---	---	---	---	---	---	---	---	*	5.6	4.4
CHILLED ORANGE JUICE	2,997	2,511	+19	4.2	3.7	6.4	5.6	2.6	2.6	41.9	40.8	109.3	106.8	32	42.4	38.8
														*	8.0	7.3
CANNED SINGLE-STRENGTH JUICES:	1,000 cases 2/	1,000 cases 2/														
Orange	823	718	+15	3.9	3.6	6.9	5.9	1.7	1.7	54.6	58.0	93.8	97.0	46	43.5	39.2
Grapefruit	728	841	-13	3.4	4.2	5.9	5.9	1.5	1.5	64.9	73.4	97.8	113.6	46	35.3	27.9
Pineapple	1,929	1,301	+48	9.1	6.5	13.0	10.2	1.5	1.4	79.5	70.7	116.6	101.6	46	28.0	28.0
Prune	719	700	+ 3	3.4	3.5	7.8	7.5	1.8	1.8	41.2	41.4	72.6	74.1	32	43.2	43.7
Tomato	2,501	1,930	+30	11.8	9.6	18.7	16.5	1.5	1.5	69.8	61.8	105.3	93.5	46	26.3	27.0
Miscellaneous	1,812	1,465	+24	8.6	7.3	19.8	17.5	1.8	1.7	39.3	38.8	72.0	66.8	46	37.4	36.1
Total	8,512	6,955	+22	40.2	34.7	47.9	43.3	2.5	2.4	56.6	54.1	139.8	128.1	*	4.5	4.4
CANNED SINGLE-STRENGTH FRUIT DRINKS:																
Orange	753	534	+41	3.6	2.7	5.1	3.7	1.5	1.5	79.0	77.7	116.7	115.6	46	31.3	32.4
Pineapple-grapefruit	1,746	1,255	+39	8.2	6.2	11.0	7.7	1.4	1.4	87.7	90.0	125.3	129.3	46	26.9	26.8
Miscellaneous	2,204	1,812	+22	10.4	9.0	15.0	12.1	1.8	1.9	62.8	64.1	115.2	119.3	46	34.0	34.6
Total	4,703	3,601	+31	22.2	17.9	25.5	20.0	2.0	2.0	73.0	73.4	145.3	143.3	*	4.0	4.1
TOTAL JUICES & DRINKS 3/	21,167	20,060	+ 6	100.0	100.0	---	---	---	---	---	---	---	---	*	4.9	4.5
CANNED GRAPEFRUIT SECTIONS	219	244	-10	---	---	3.9	3.7	1.4	1.5	33.8	39.0	48.4	58.5	16	22.9	20.3
	1,000	1,000														
REFRIGERATED PRODUCTS:	gals.	gals.														
Orange & grapefruit sec.	173	---	---	---	---	.9	---	1.5	---	28.7	---	43.7	---	32	71.9	---
Grapefruit sections	18	---	---	---	---	.1	---	1.2	---	30.4	---	38.2	---	26	64.3	---
Other citrus salads	95	---	---	---	---	.6	---	1.4	---	26.1	---	36.9	---	32	72.4	---
Total	286	---	---	---	---	1.6	---	1.5	---	27.8	---	42.5	---	---	---	---
	1,000	1,000														
FRESH CITRUS FRUIT: 4/	doz.	doz.								Fruit	Fruit	Fruit	Fruit	Doz.		
Oranges	20,699	42,941	-52	---	---	25.6	40.6	1.8	2.1	9.6	12.2	17.7	25.6	1	74.6	51.8
Grapefruit	9,963	14,106	-29	---	---	21.8	29.1	1.9	2.0	5.2	5.9	10.0	11.8	1	108.6	85.2

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates and case equivalent of chilled orange juice. 4/ Comparative data as of March 1960. * Per 6-ounce serving.

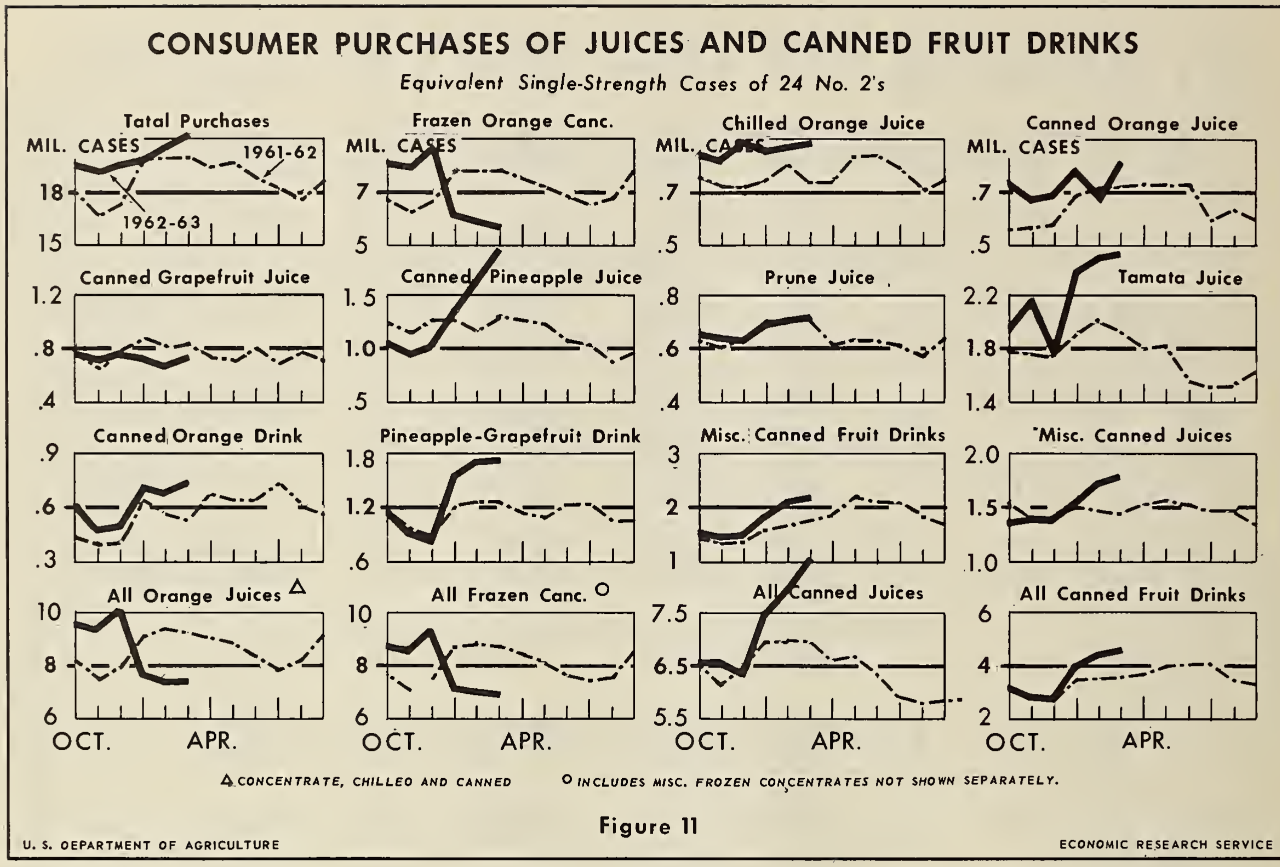


Figure 11

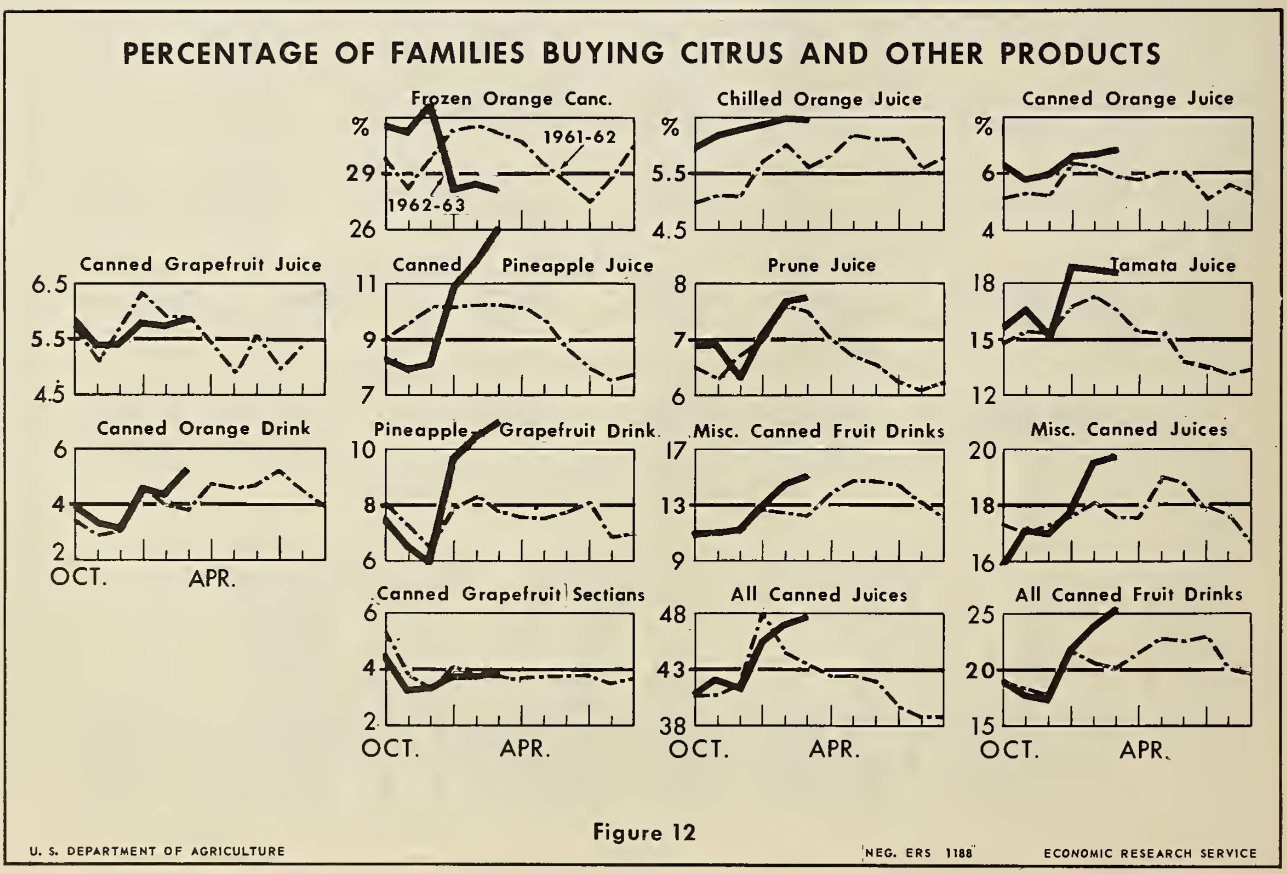
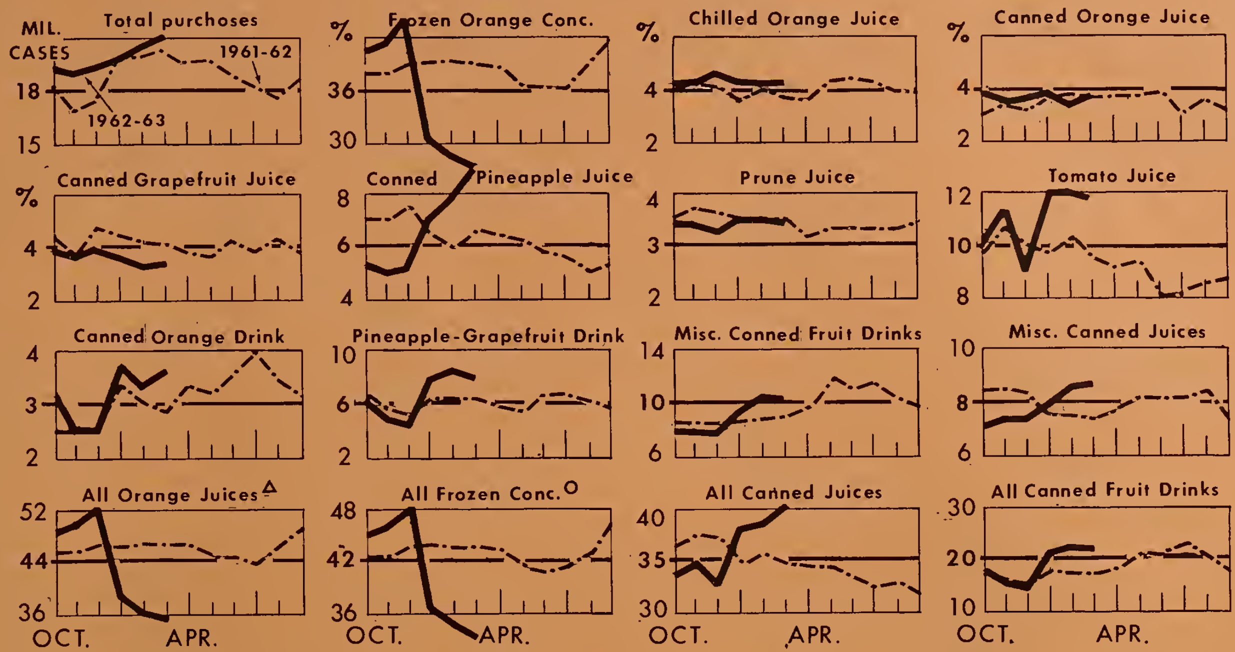


Figure 12

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS

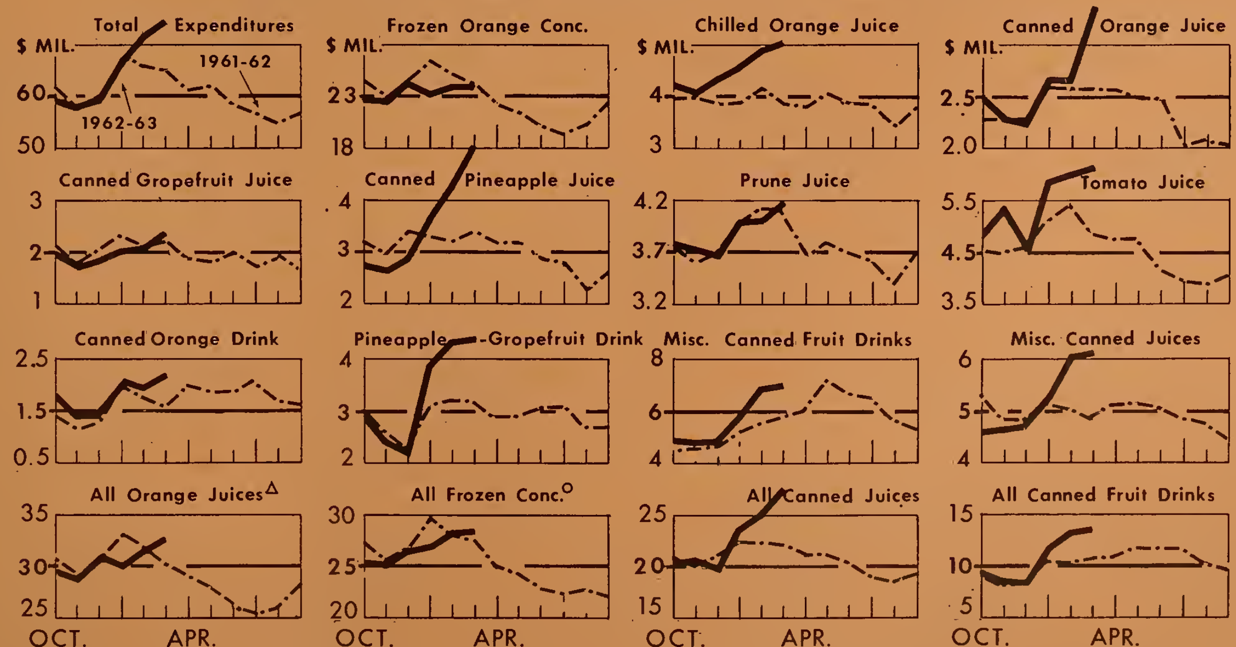


△CONCENTRATE, CHILLED AND CANNED. ○INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 13

U. S. DEPARTMENT OF AGRICULTURE ECONOMIC RESEARCH SERVICE

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN



△CONCENTRATE, CHILLED AND CANNED. ○INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 14

U. S. DEPARTMENT OF AGRICULTURE ECONOMIC RESEARCH SERVICE